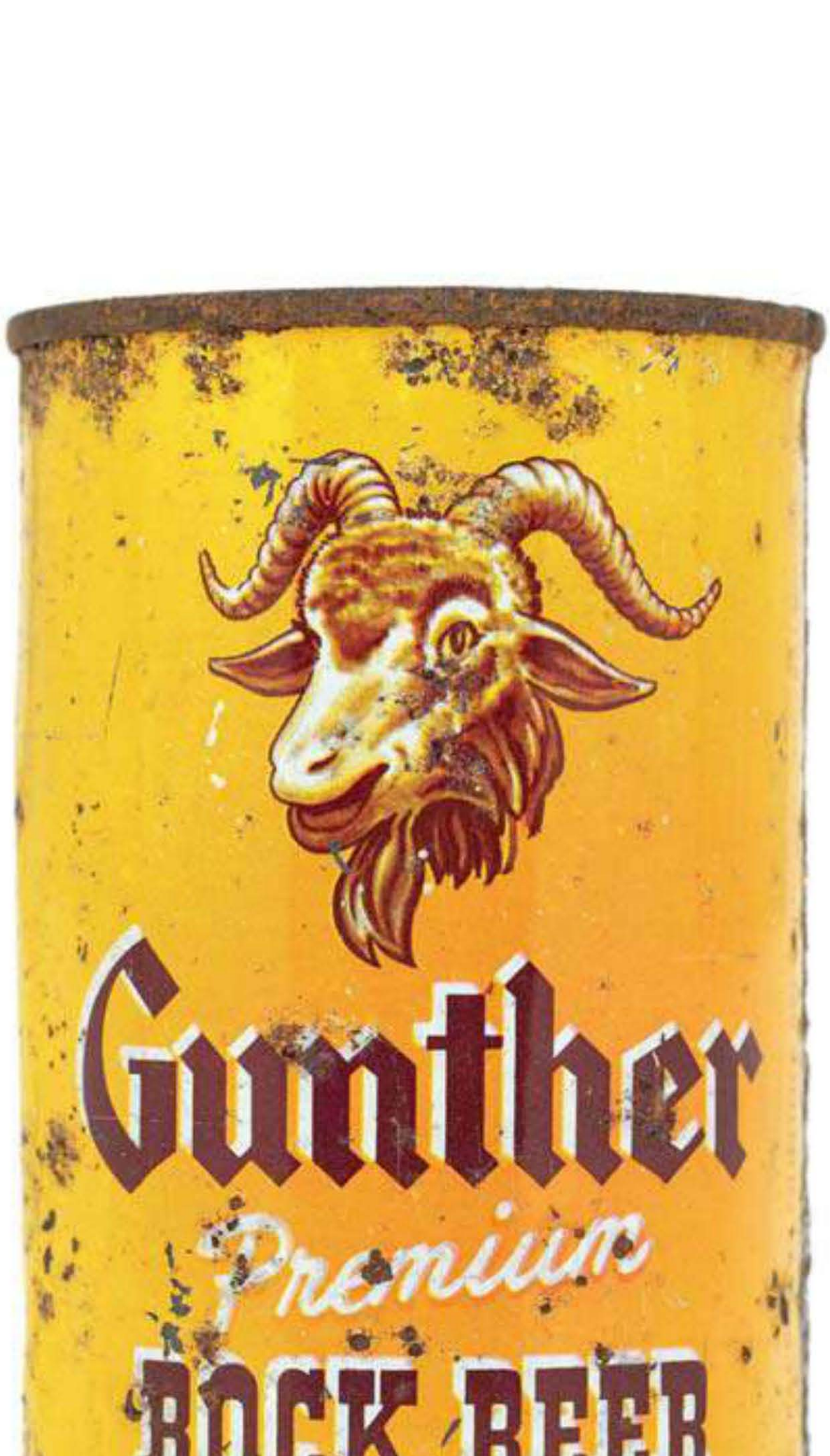
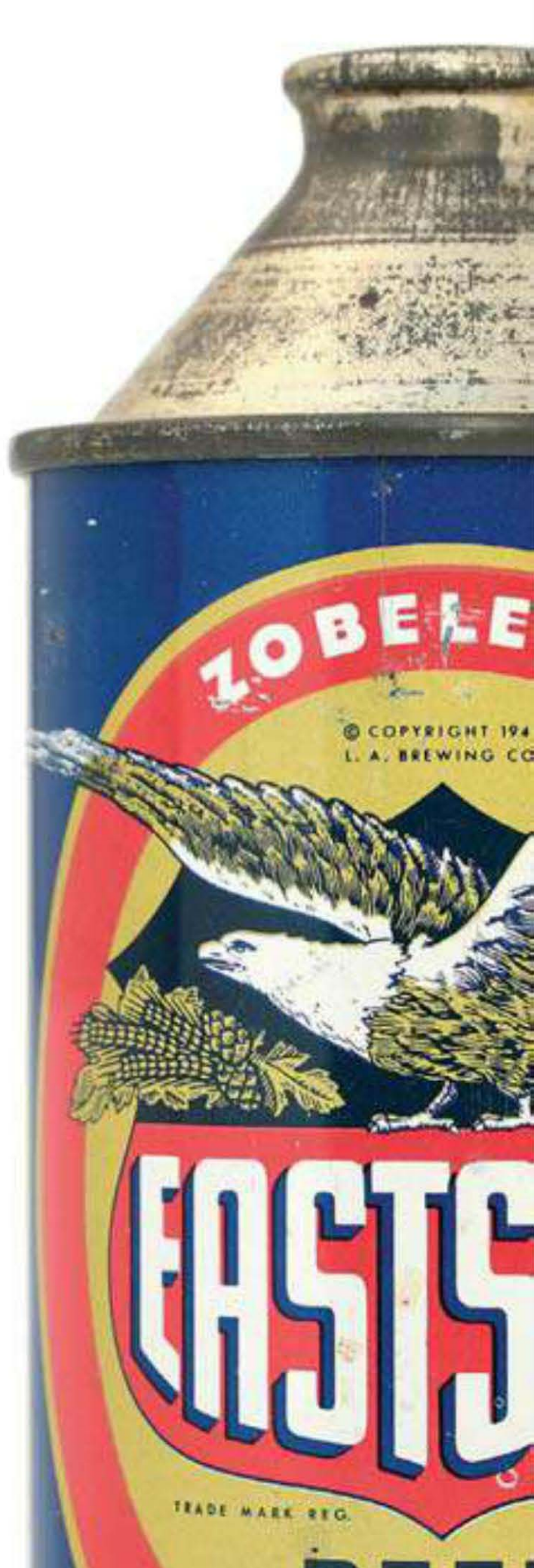
Beer

A Genuine Collection of Cans

Dan Becker & Lance Wilson





Beer

A Genuine Collection of Cans

Dan Becker & Lance Wilson

CHRONICLE BOOKS
SAN FRANCISCO

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Introduction

This book contains a selection of beer cans amassed by beer can collector Josh Russo. Presented alphabetically by brand, the following cans span more than sixty years and thirty countries, many clearly showing their age. They range from simple and crude to delicate and beautiful, and their visual appeal inspired us to photograph them.

One Man's Cans

The year was 1975. Fifth grade was out and summer was in. From baseball to bike riding, you name it, we did it. In our hometown of Cincinnati, Ohio, my friends and I were always up to something, and everything was a competition.

One day, my friend Keith showed me his collection of beer cans. Sure, they looked cool, but he only had fifteen or so, and I knew I could do better. While I had no idea where to start looking, the trash I soon discovered in nearby parks yielded a few of my life-long treasures.

One hot summer day, I ventured out to Ault Park. Not far from the trail I took to get there, I hit the mother lode. There were beer cans everywhere, some caked with dirt, others faded beyond recognition. I came across some trash bags, and loaded them full of the rusty steel and aluminum. It was my first day of searching, and I was hooked.

Over the next few months, my friends and I scoured every park in town. By summer's end, I had amassed over three hundred different beer cans, which I artfully arranged into a giant pyramid in my room. With a little help from my parents, my collection quickly grew larger and more diverse. My dad traveled for business and would pick up cans for me from the cities he visited, while my mom gave me cans she found on the road while riding her bike to

the market. During family vacations, I'd fill any extra space in the trunk of our '74 Cadillac with as many beer cans as I could find.

On my fourteenth birthday, I got just what I'd been asking for: a book, appropriately titled *Beer Can Collecting*. It was a stunning visual encyclopedia that included information on where to find beer cans and how to fix damaged ones. From there, my obsession grew, and in the following years, so did my collection.

As I grew older, days spent searching for cans seemed harder to come by. Eventually, my collection found its way into boxes, gathering dust in the basement. My passion for collecting had all but faded when one day my wife asked me what the boxes contained. A bit embarrassed to admit that I was still holding onto what most people considered to be garbage, I quietly replied, "Beer cans." Her suggestion to build shelves to display them on surprised me, and from that point on the thrill of collecting started all over again. Nowadays I dig through online auctions rather than the trash in nearby parks.

I would like to thank my parents, friends, and especially my wife for putting up with me for all these years. Here's to you.

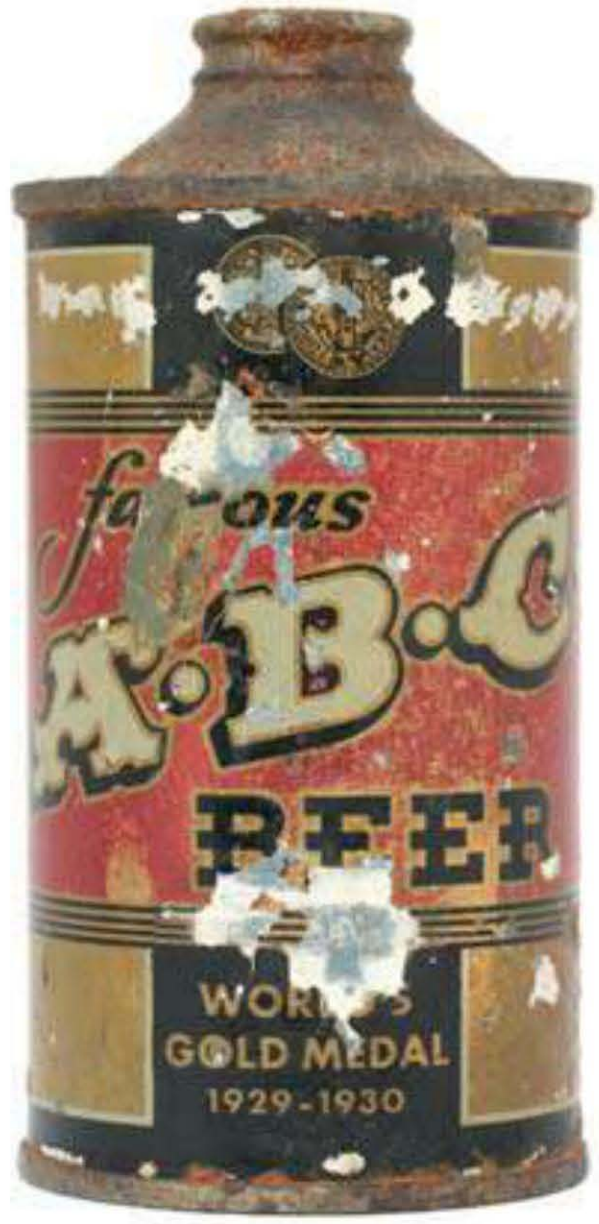
—Josh Russo

Red Top Brewing Co.
Cincinnati, OH | 1950s

Harold C. Johnson Brewing Co.
Lomira, WI | 1950s

F. W. Cook Co.
Evansville, IN | 1950s

Arizona Brewing Co.
Phoenix, AZ | 1960s



Aztec Brewing Co.
San Diego, CA | 1930s/1940s

Co

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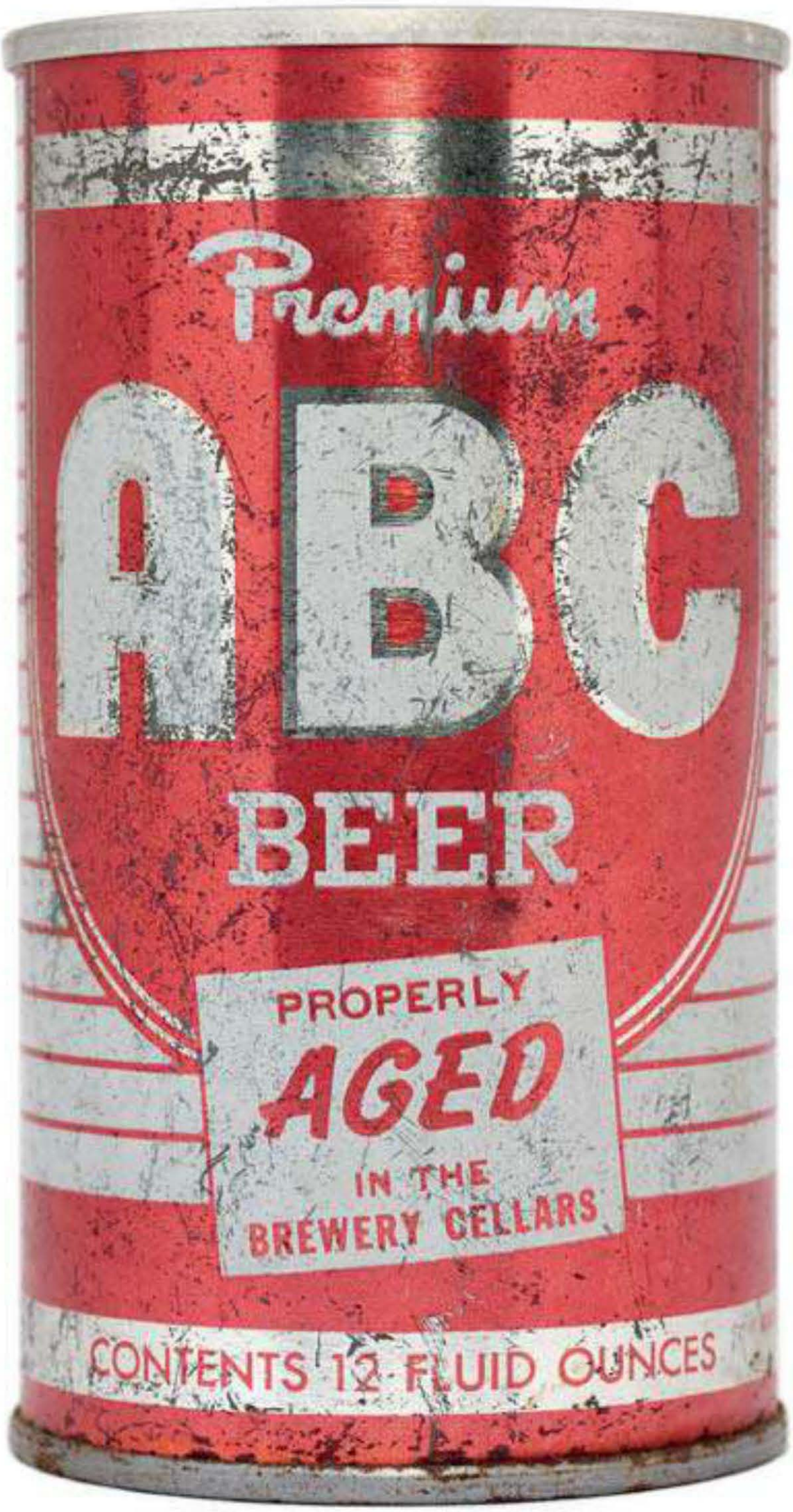
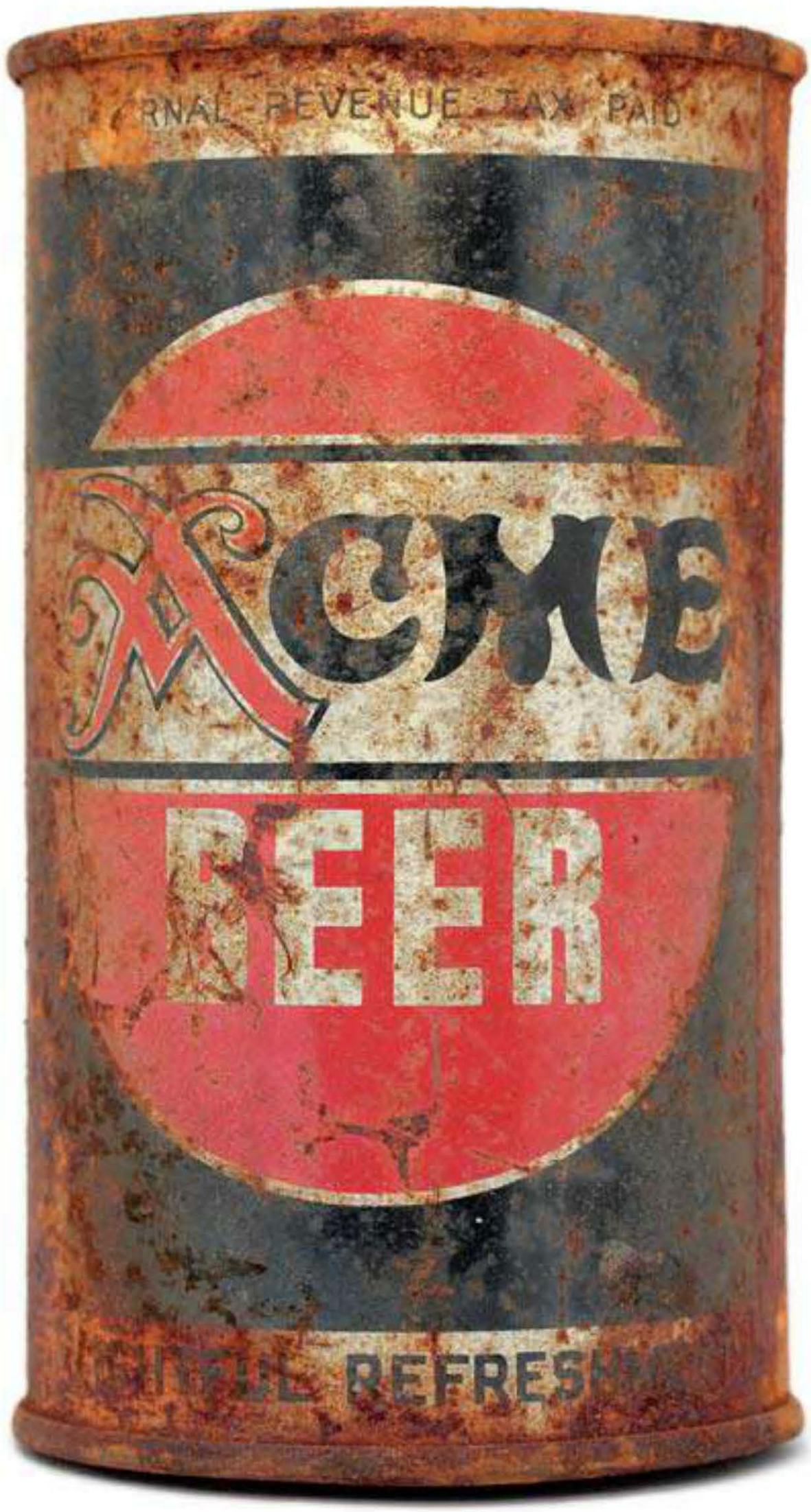
ALE



August Wagner Breweries Inc.
Columbus, OH | 1970s



Acme Brewing Co.
San Francisco, CA | 1940s

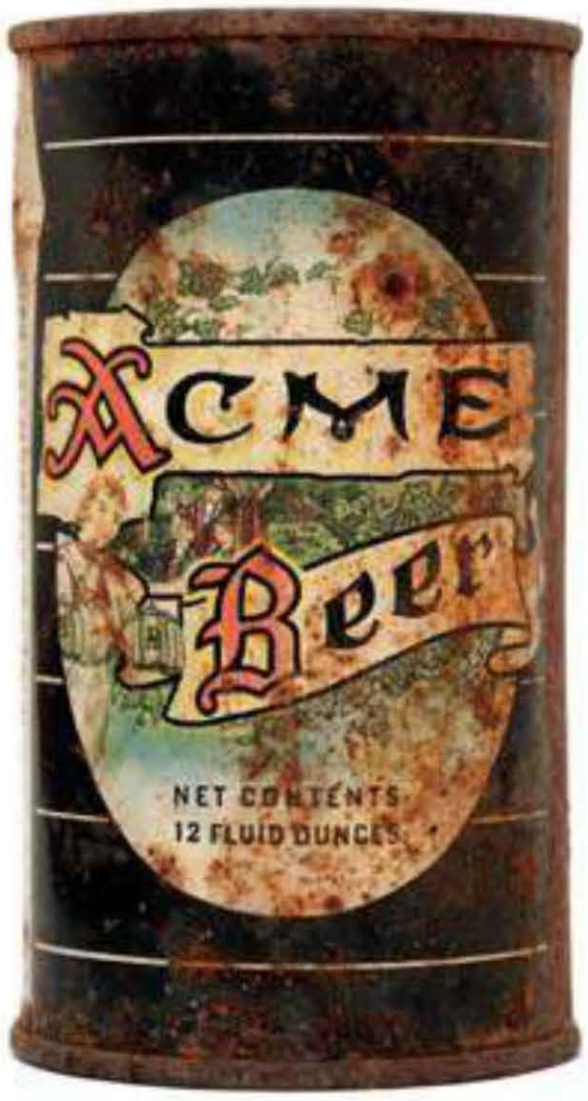
ACME

BREW

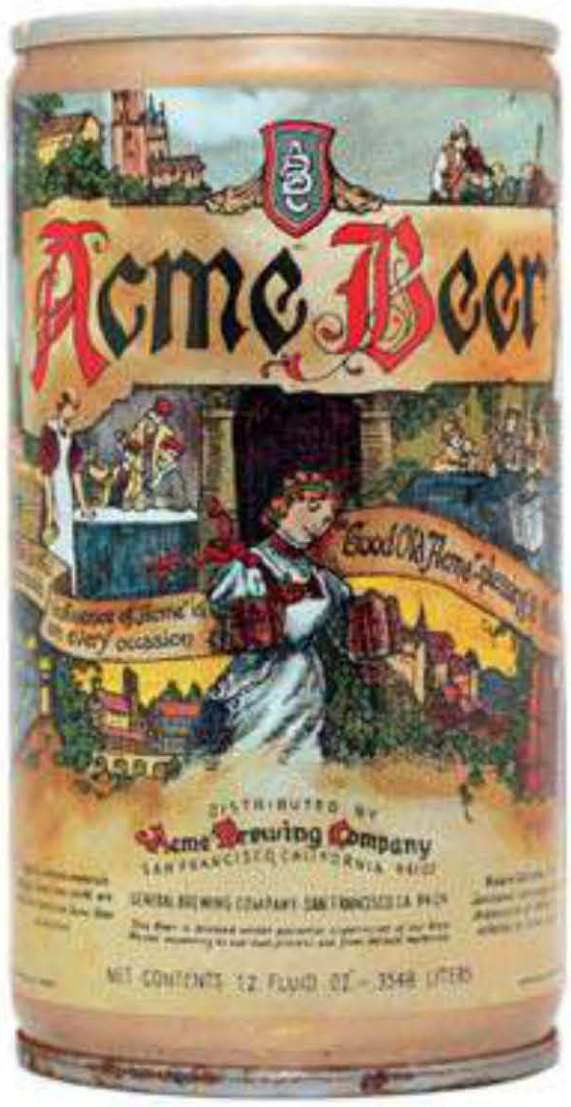
NET CONTENTS
12 FLUID OUNCES

Acme

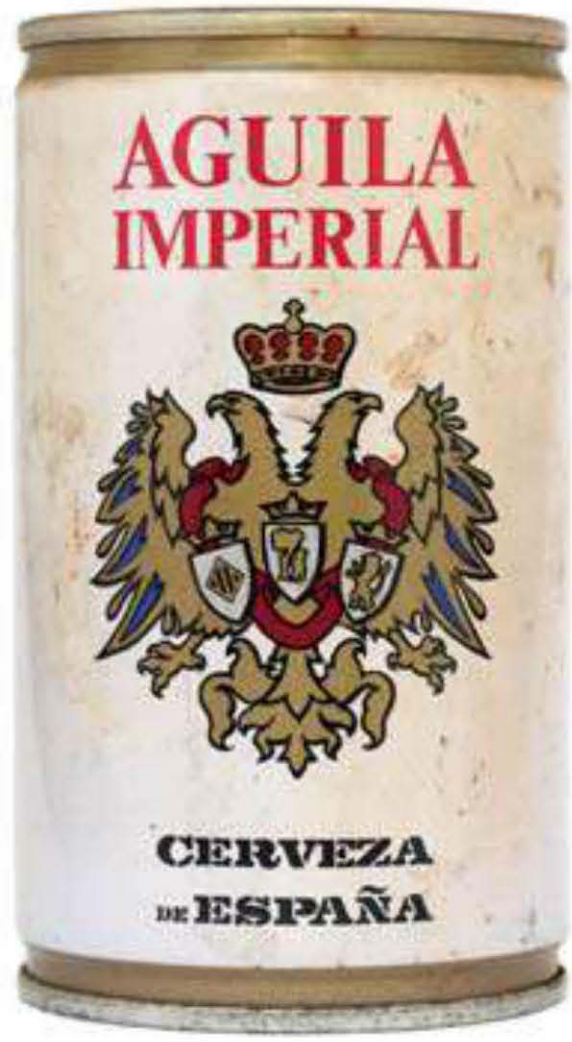
One of the first breweries in California to can their beer was Acme Brewing. This Steingirl can, circa 1957, underwent several design iterations over time that reduced clutter and contemporized the look of the waitress.



Acme Brewing Co.
San Francisco, CA | 1950s



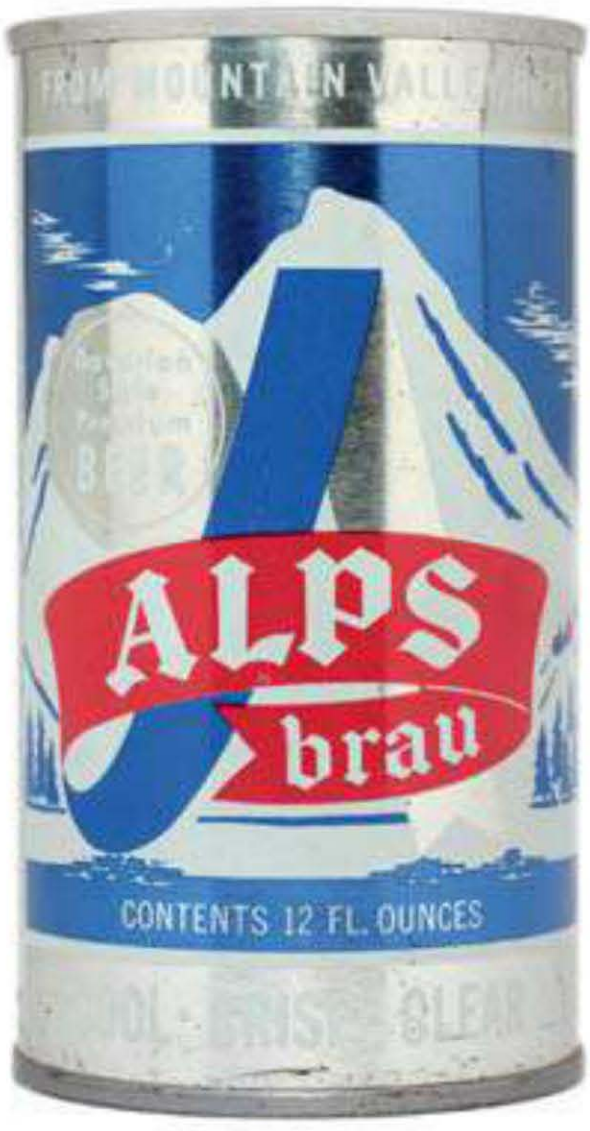
Acme Brewing Co. & General Brewing
San Francisco, CA | 1980s



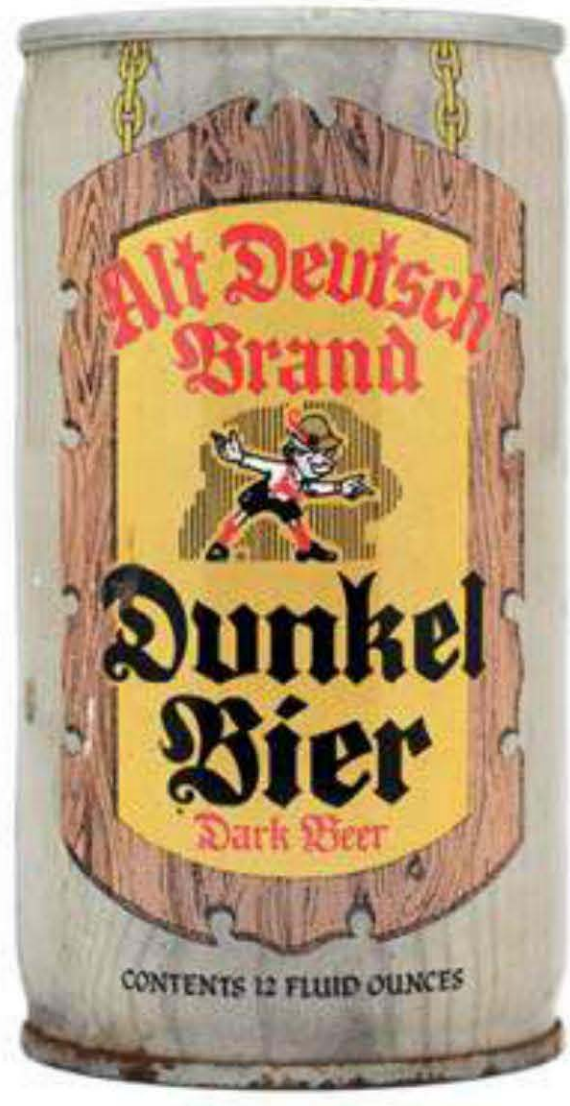
Cerveza Elaborada por S.A.
El Aguila, Spain | 1970s

Joseph Huber Brewing Co.
Monroe, WI | 1970s

Moosehead Breweries Ltd.
Dartmouth, Canada | 1970s

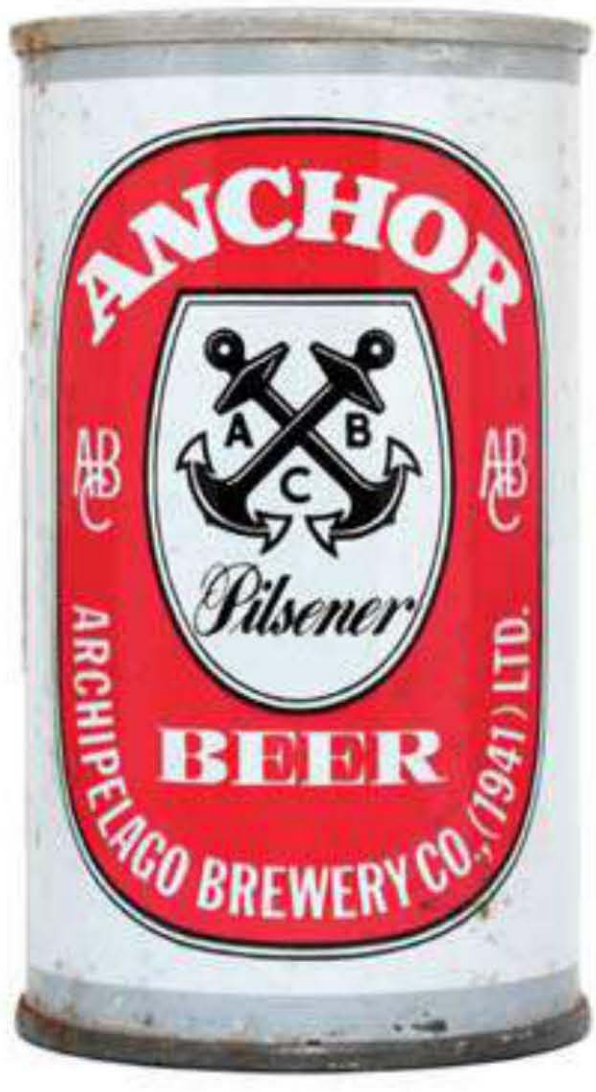


Peter Hand Brewing Co.
Chicago, IL | 1970s

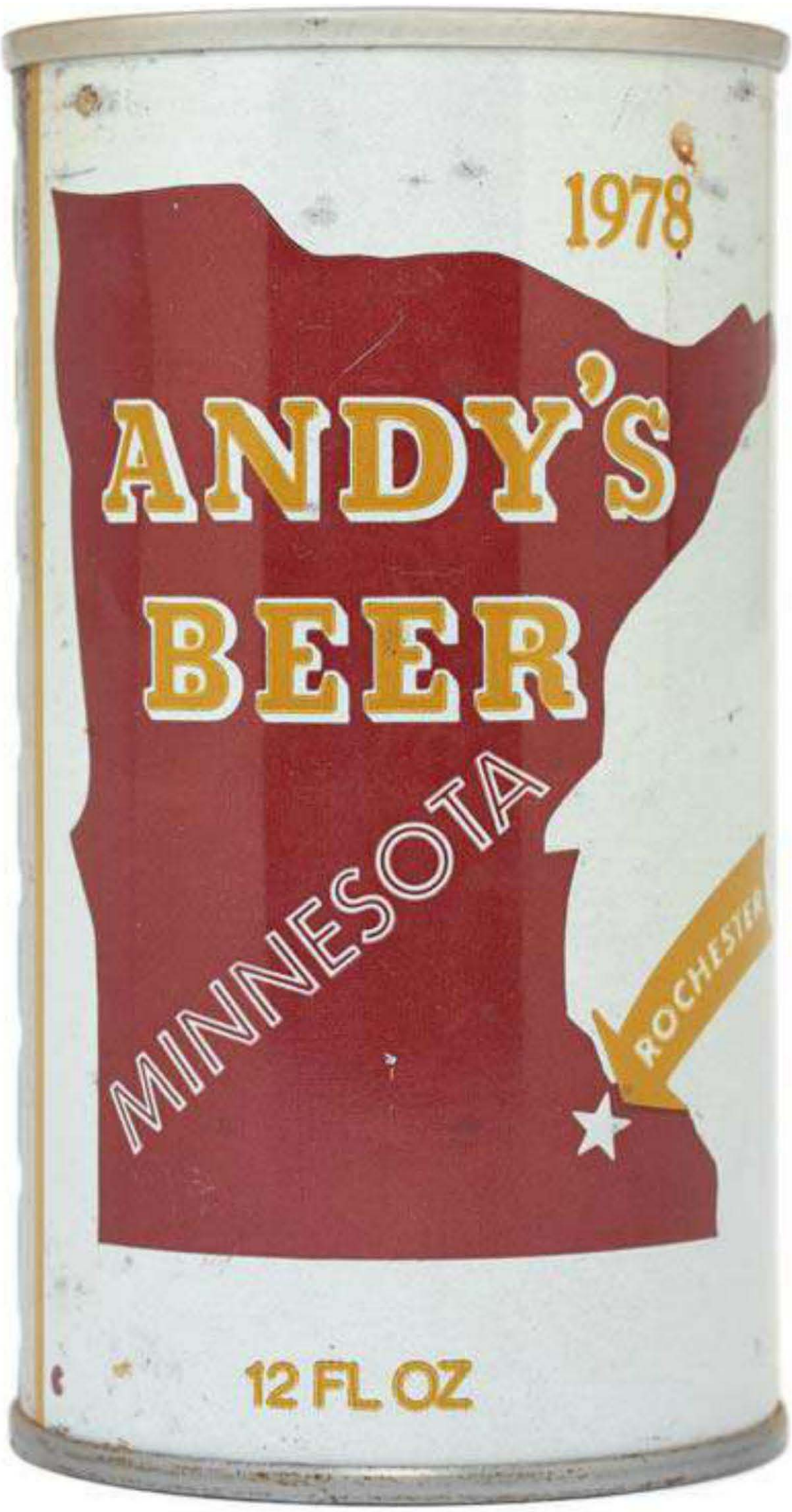


Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s

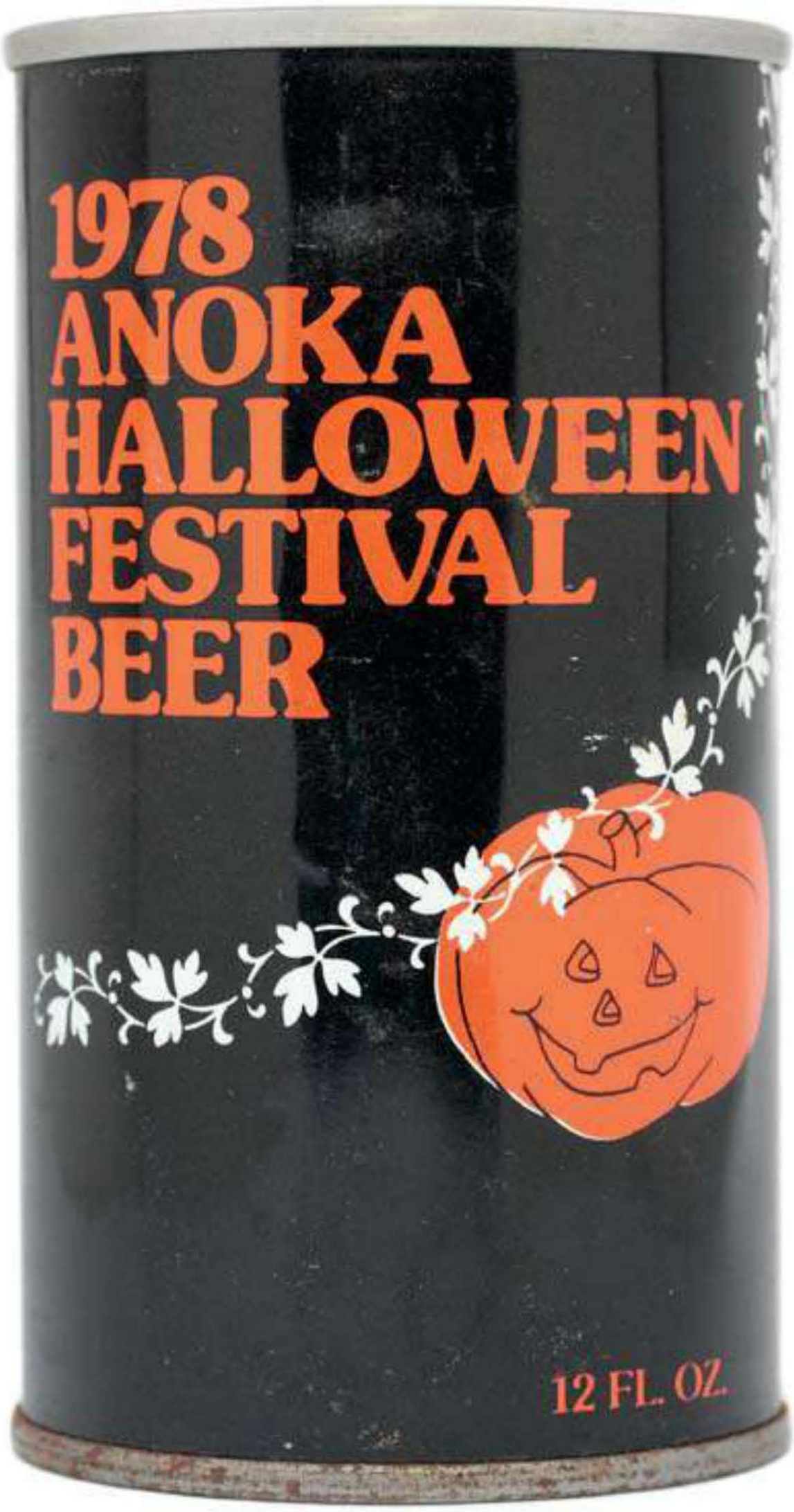
Pittsburgh Brewing Co.
Pittsburgh, PA | 1980s



Archipelago Brewery Co., Ltd.
Petaling Jaya, Malaysia | 1970s



August Schell Brewing Co.
New Ulm, MN | 1970s

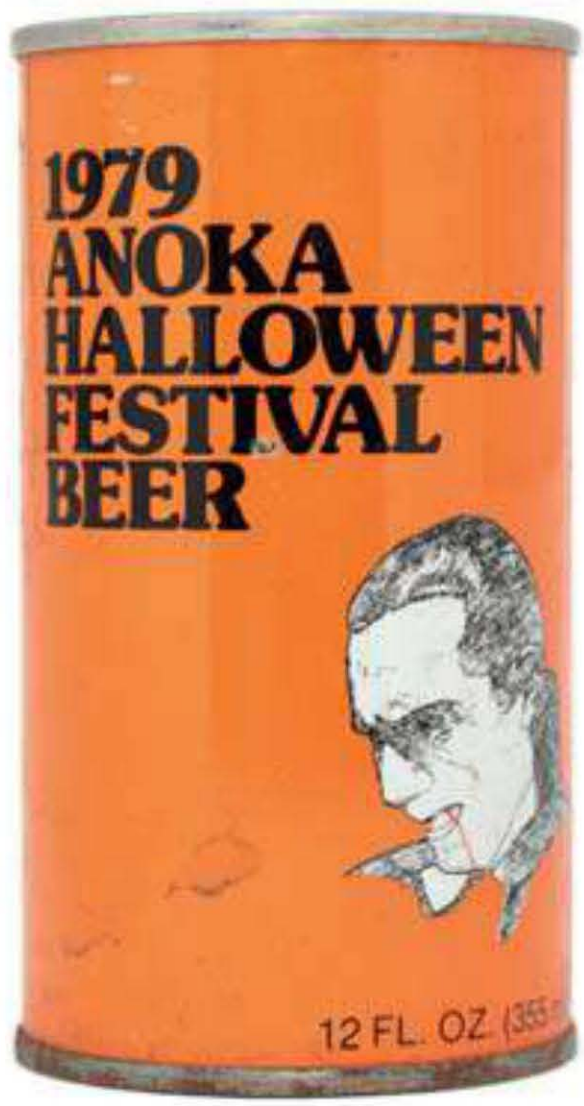


August Schell Brewing Co.
New Ulm, MN | 1970s

ANOKA HALLOWE
FESTIVAL BEER

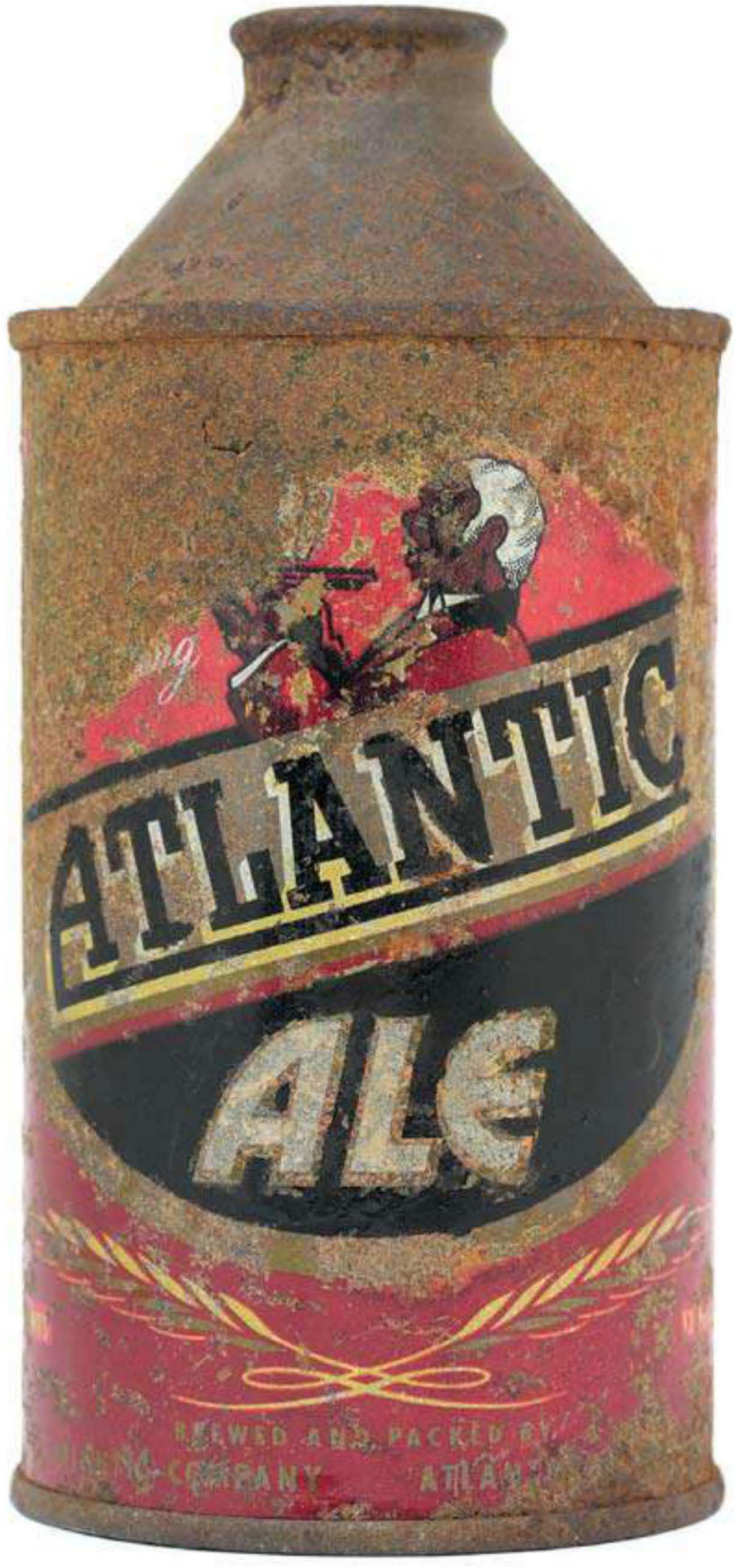
Anoka Halloween Festival Beer

Referred to as "The Halloween Capital of the World," Anoka, Minnesota, is the hometown of this holiday brew. Produced for the 1979 Halloween festival by the August Schell Brewing Company, this blood-red-colored beer featured a vampire on its label.



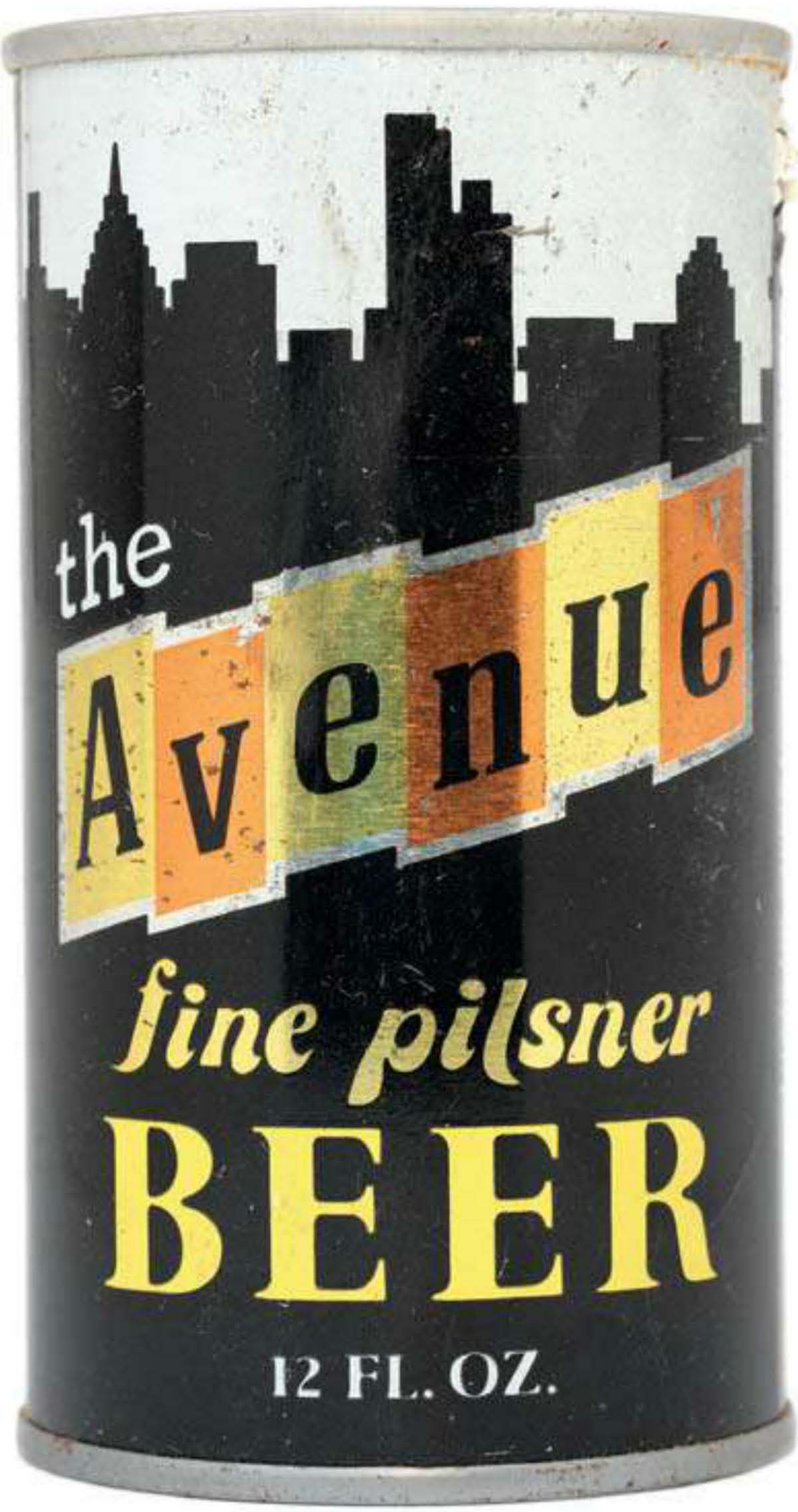
August Schell Brewing Co.
New Ulm, MN | 1970s

Asahi Breweries
Tokyo, Japan | 1970s/1980s



Atlantic Co.
Atlanta, GA | 1940s/1950s

Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s



August Schell Brewing Co.
New Ulm, MN | 1980s

PACKED AT THE BREWERY

CONTENTS — PA

CONTENTS 12 FLUID OZ. — WITH

BALLANTINE'S

LIGHT

BEER

PURITY BODY FLAVOR

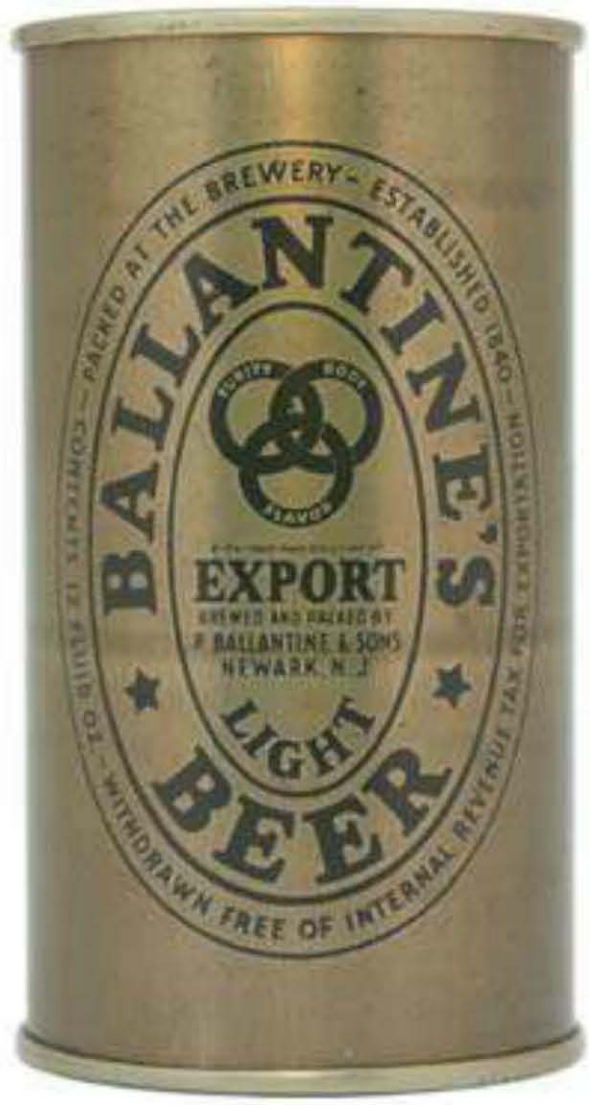
© 1941 TRADE MARK REG U S PAT. OFF.

EXPORT

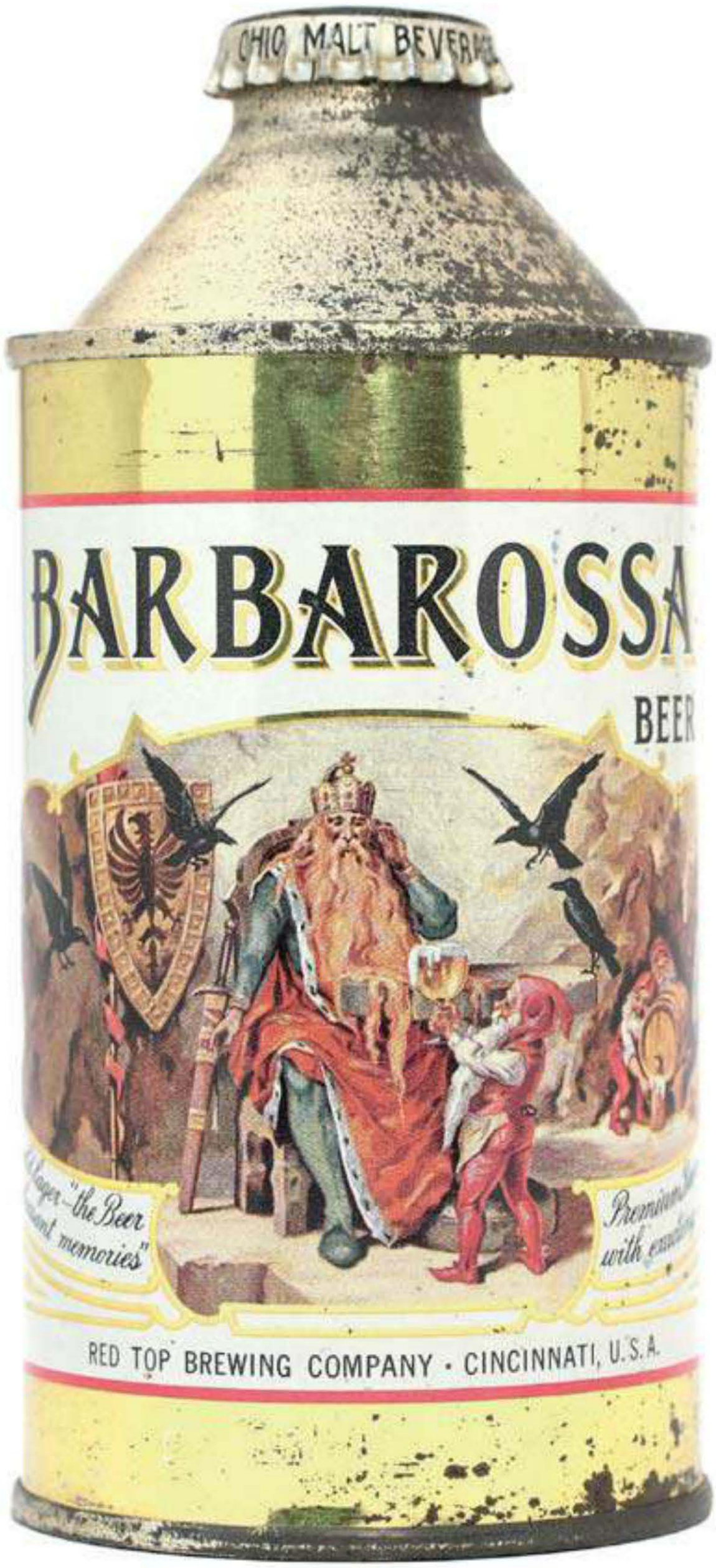
BREWED AND PACKED BY
P. BALLANTINE & SONS
NEWARK, N. J.

Ballantine's Export

During World War II, the scarcity of metal forced many U.S. breweries to stop producing cans. This required many beers to be bottled rather than canned, with the exception of those packaged for soldiers. This Ballantine's Export was colored to avoid reflecting light at night, helping to prevent a soldier's location from being revealed.

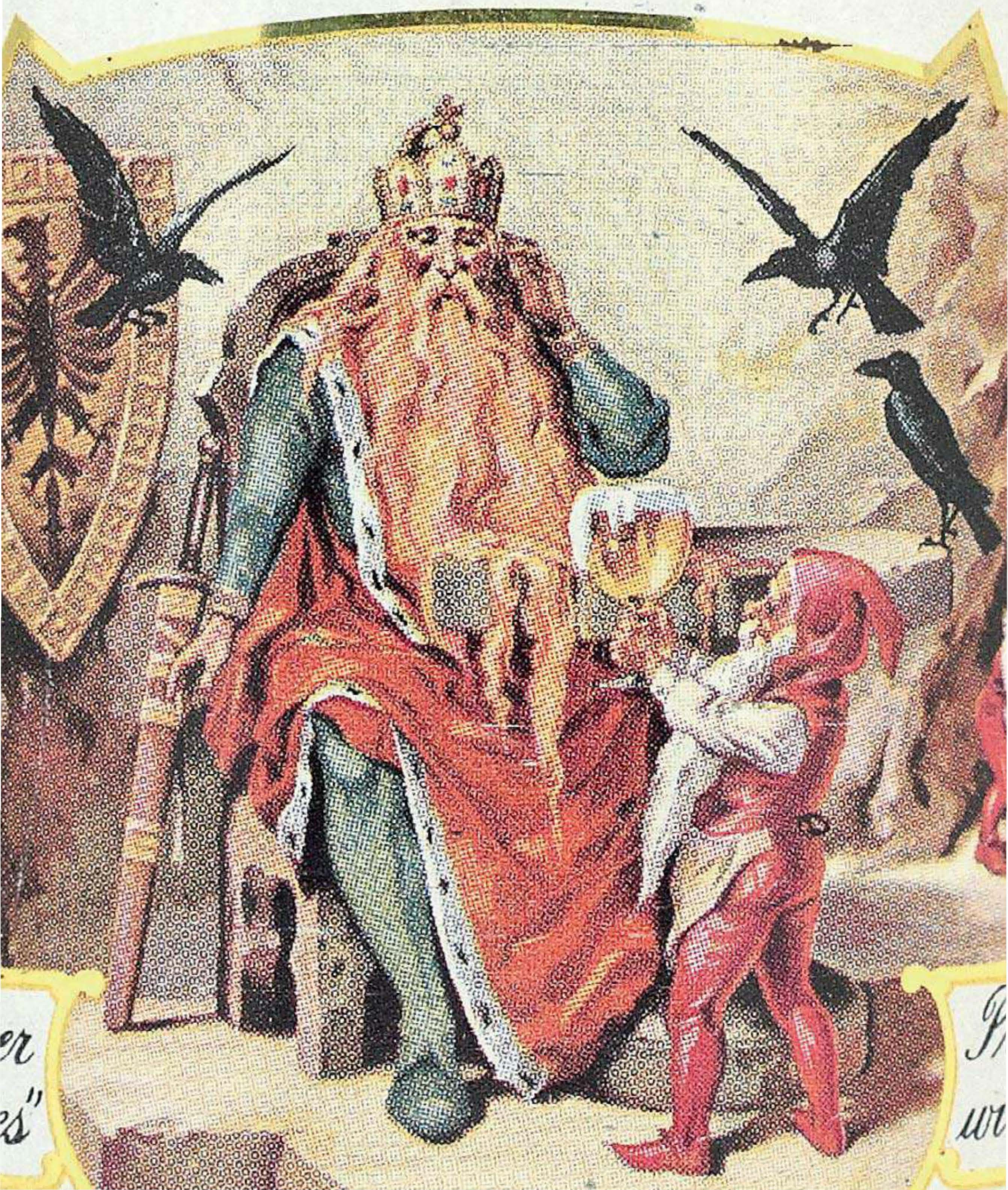


P. Ballantine & Sons
Newark, NJ | 1940s



Red Top Brewing Co.
Cincinnati, OH | 1940s/1950s

KBARKOS



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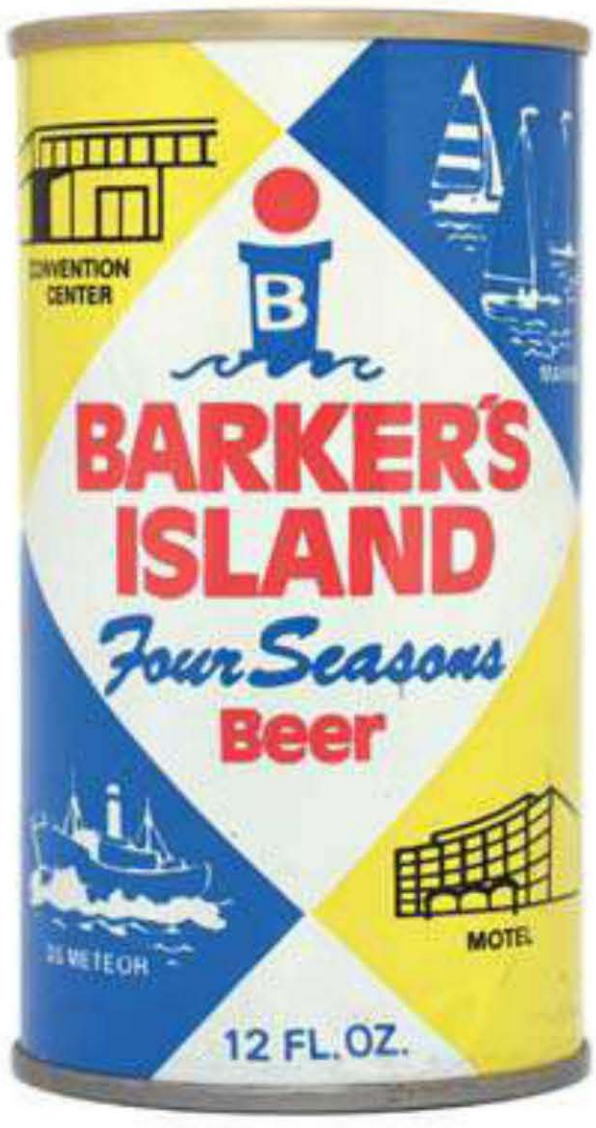
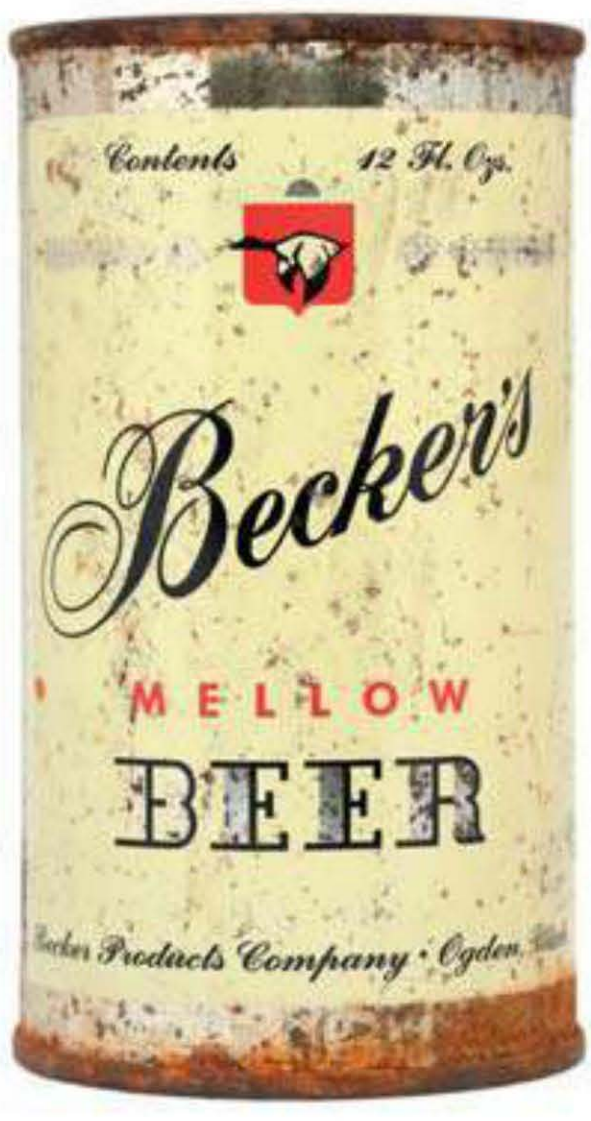


Walter Brewing Co.
Eau Claire, WI | 1970s

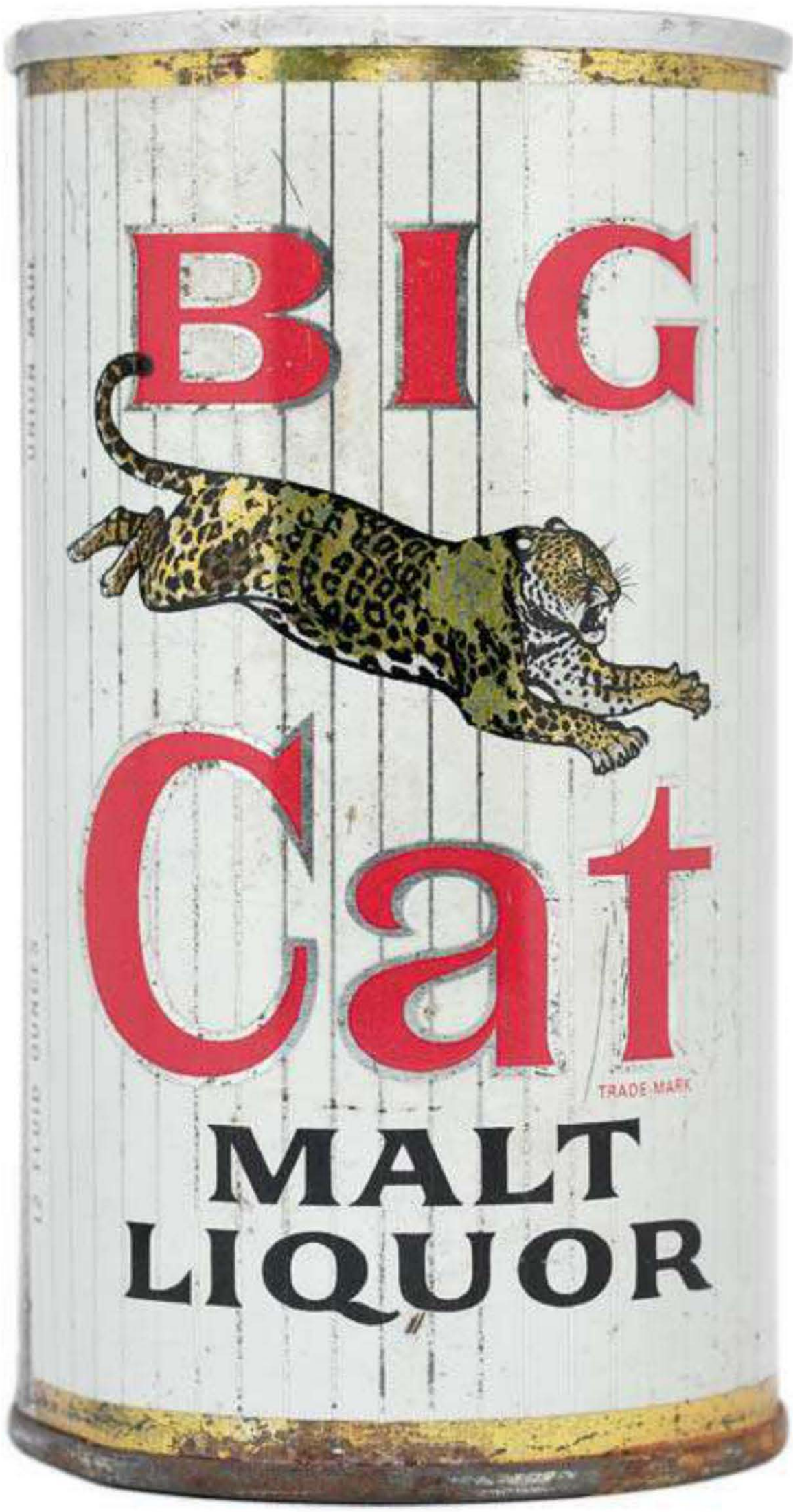
The Lion Brewery, Inc.
Wilkes-Barre, PA | 1980s

Joseph Huber Brewing Co.
Monroe, WI | 1970s



Becker Products Co.
Ogden, UT | 1960s

Berghoff Brewing Co.
Fort Wayne, IN | 1950s

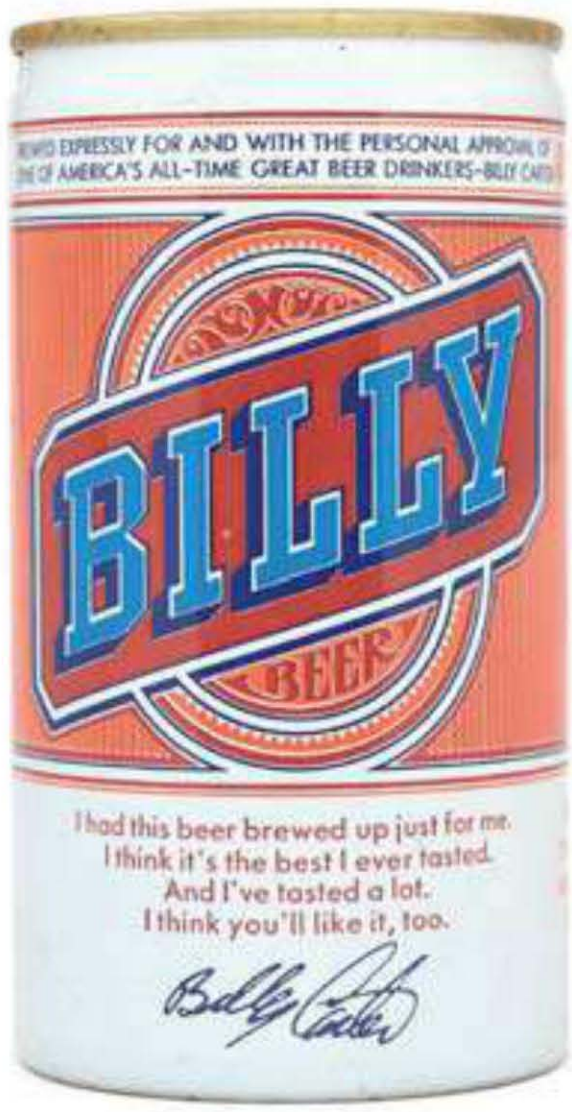


Pabst Brewing Co.
Milwaukee, WI | 1960s

BEER

Billy

Capitalizing on the attention he received as the brother of then–United States President Jimmy Carter, the eccentric Billy Carter endorsed this beer of the 1970s.



The West End Brewing Co.
Utica, NY | 1980s

Garden State Brewing Co.
Hammonton, NJ | 1970s

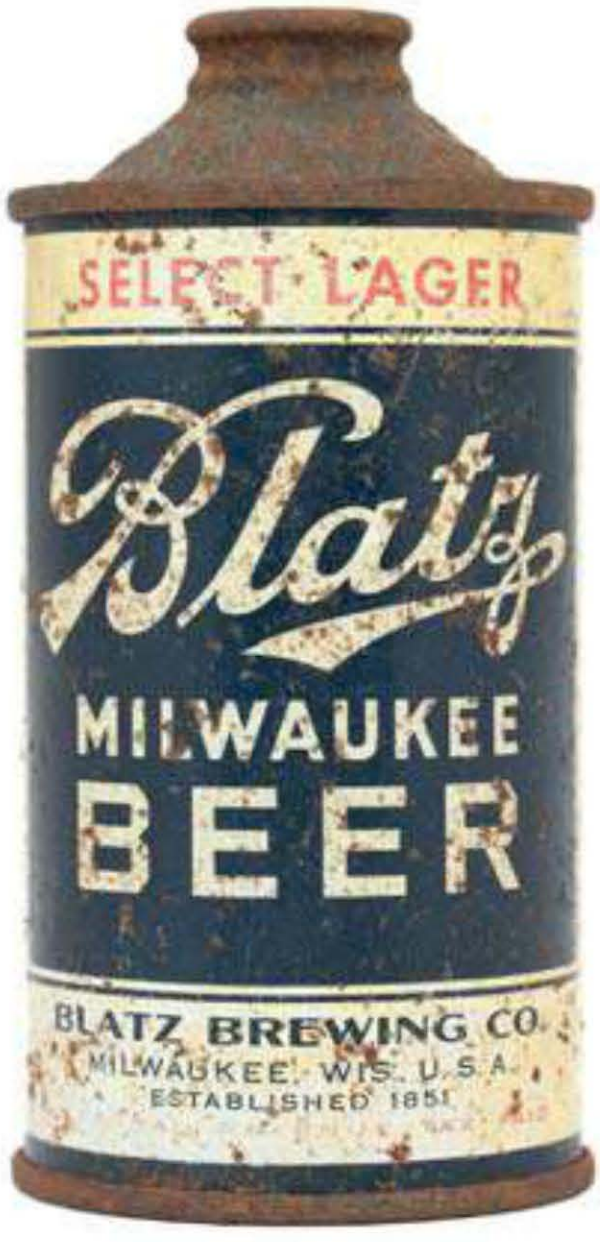
The Leisy Brewing Co.
Cleveland, OH | 1950s

Carling O'Keefe Breweries
Toronto, Canada | 1970s

Black Horse Brewery of New Jersey
Trenton, NJ | 1970s

Brewing Corp. of America
Cleveland, OH | 1950s

Carling Brewing Co.
Baltimore, MD | 1970s



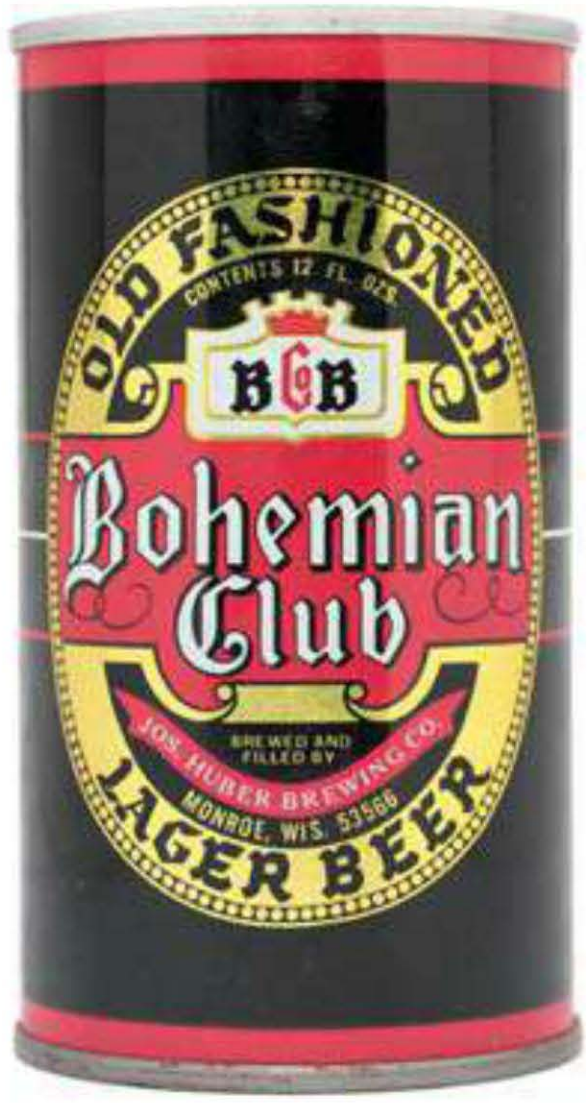
Blatz Brewing Co.
Milwaukee, WI | 1930s

Blatz Brewing Co.
Milwaukee, WI | 1940s

North Bay Brewing Co.
Santa Rosa, CA | 1940s/1950s

August Schell Brewing Co.
New Ulm, MN | 1980s

Bohemian Breweries Inc.
Spokane, WA | 1960s



Joseph Huber Brewing Co.
Monroe, WI | 1970s

The Burger Brewing Co.
Cincinnati, OH | 1960s

Bosch Brewing Co.
Houghton, MI | 1950s

OLD STYLE

CONTENTS 12 FL. OZS.

B & B

Bohemian Club

BREWED AND FILLED BY

JOS. HUBER BREWING CO.

MONROE, WIS. 53566

LAGER BEER

REVENUE TAX PAID

BOSTON

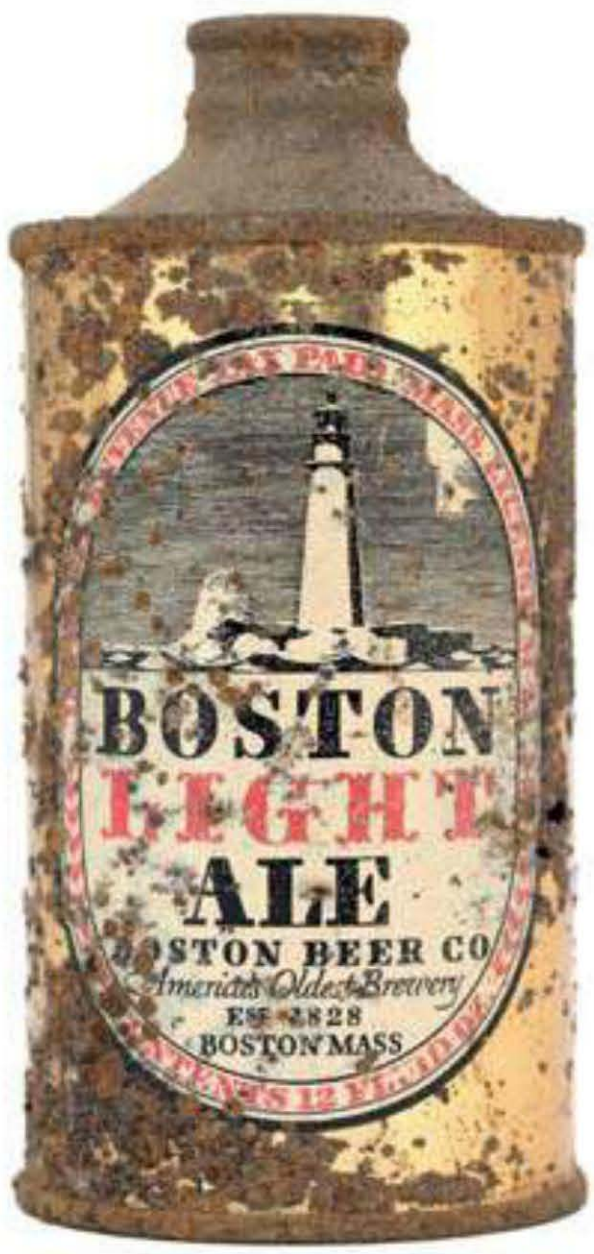
TEA PARTY

ALE

BOSTON BEER

Boston Light Ale

Introduced on a radio show in the early 1940s, this Boston Light Ale claimed to be from the oldest brewery in America. The label featured an illustration of the Boston lighthouse—a national historic landmark and the first lighthouse in North America.



Boston Beer Co.
Boston, MA | 1930s/1940s

Companhia Cervejaria Brahma
Rio de Janeiro, Brazil | 1970s

Independent Milwaukee Brewery
Milwaukee, WI | 1940s/1950s

B B C

BROCKERT

PALE ALE

BROCKERT BREWING CO., INC.

Moninger Brauerei
Karlsruhe, Germany | 1970s

Rice Lake Brewing Co.
Rice Lake, WI | 1970s

Horlacher Brewing Co.
Allentown, PA | 1970s

Brockert Brewing Co., Inc.
Worchester, MA | 1930s/1940s

BBQ

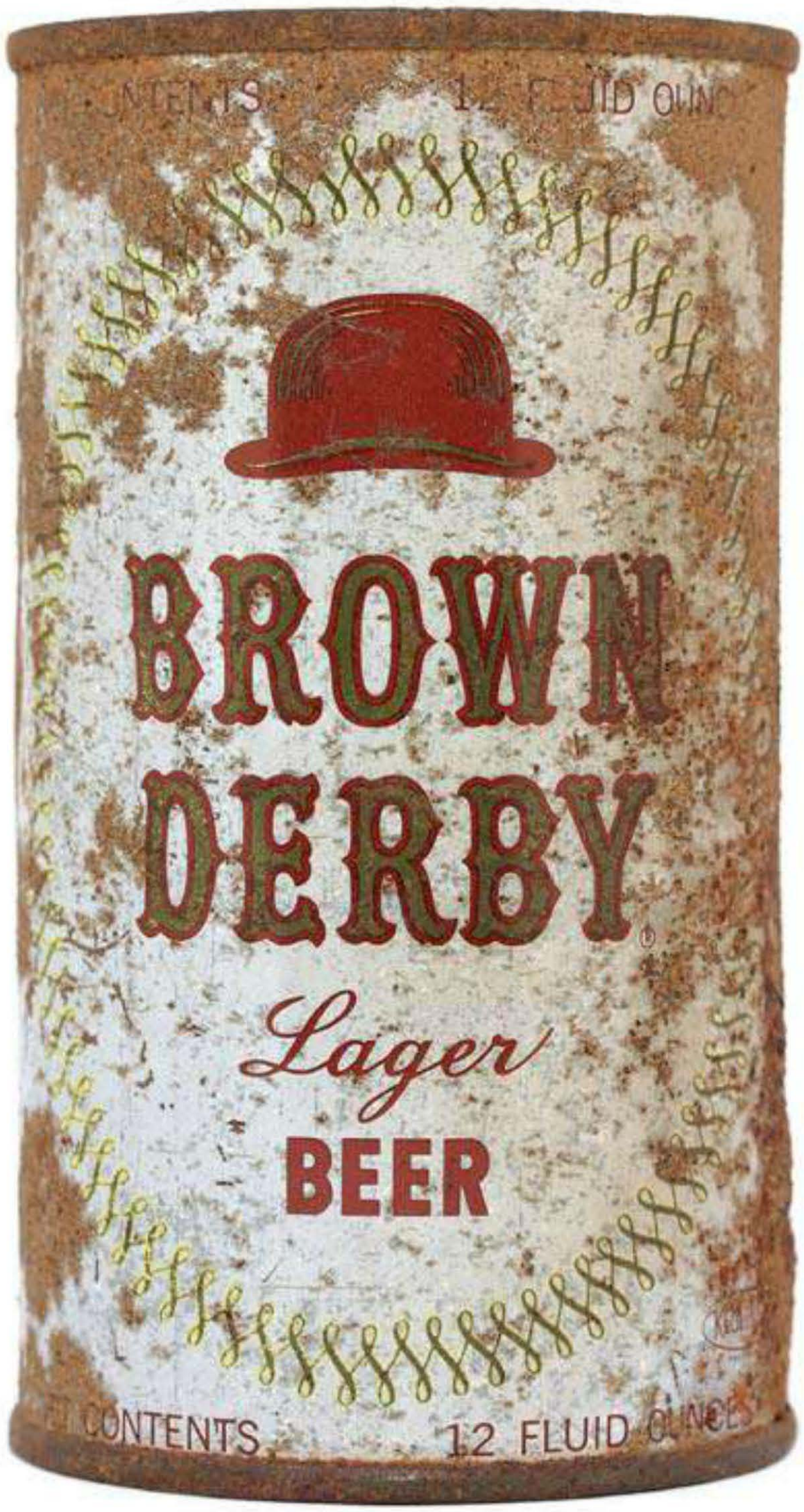
DERBY

REG. U. S. PAT. OFF.

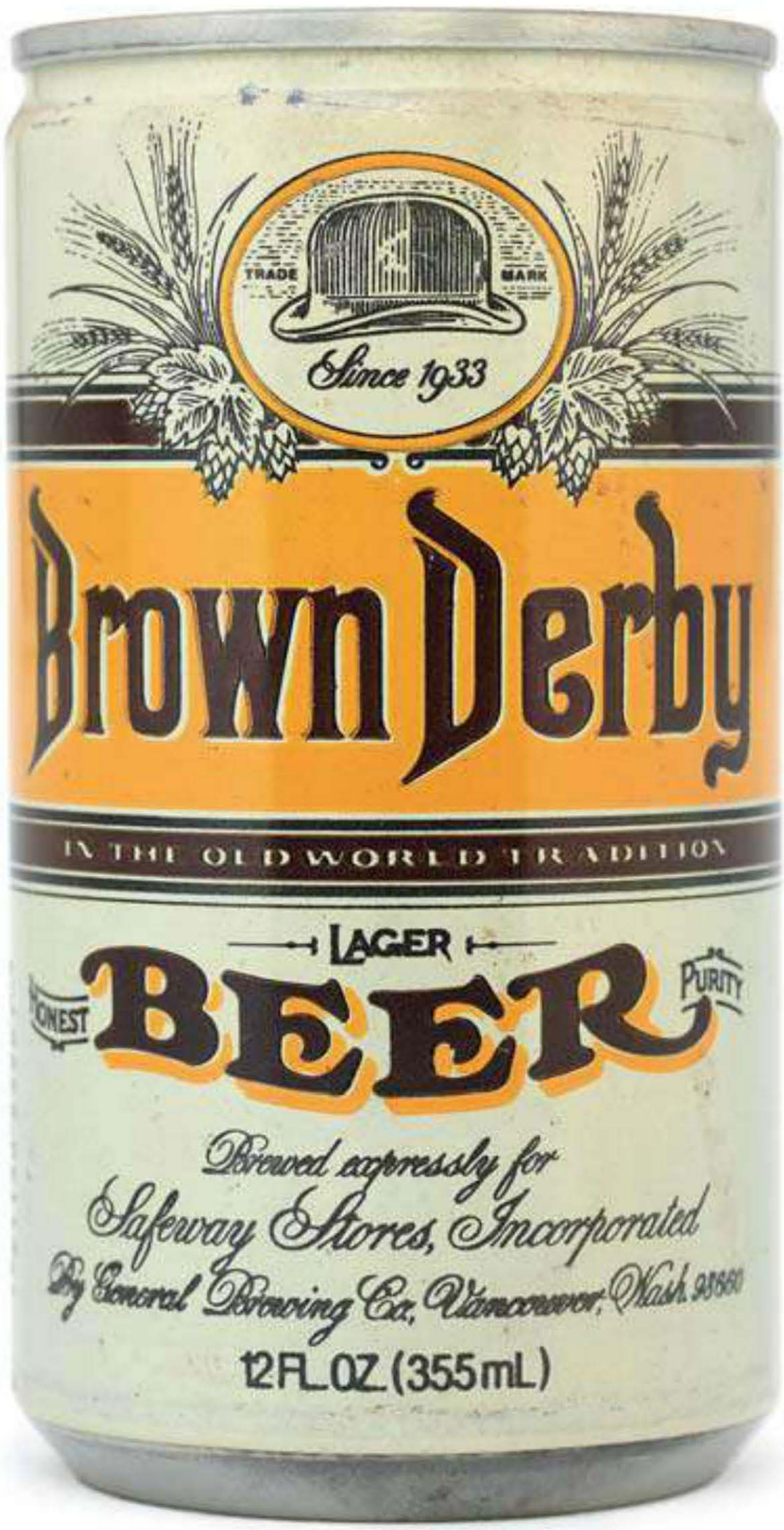
Brown Derby

Produced in the 1930s as the house brand for supermarket chain Safeway, Brown Derby beer shared the same name as a then-famous restaurant in Los Angeles, California. The restaurant's owner filed a lawsuit for copyright infringement, forcing the cans to be redesigned.

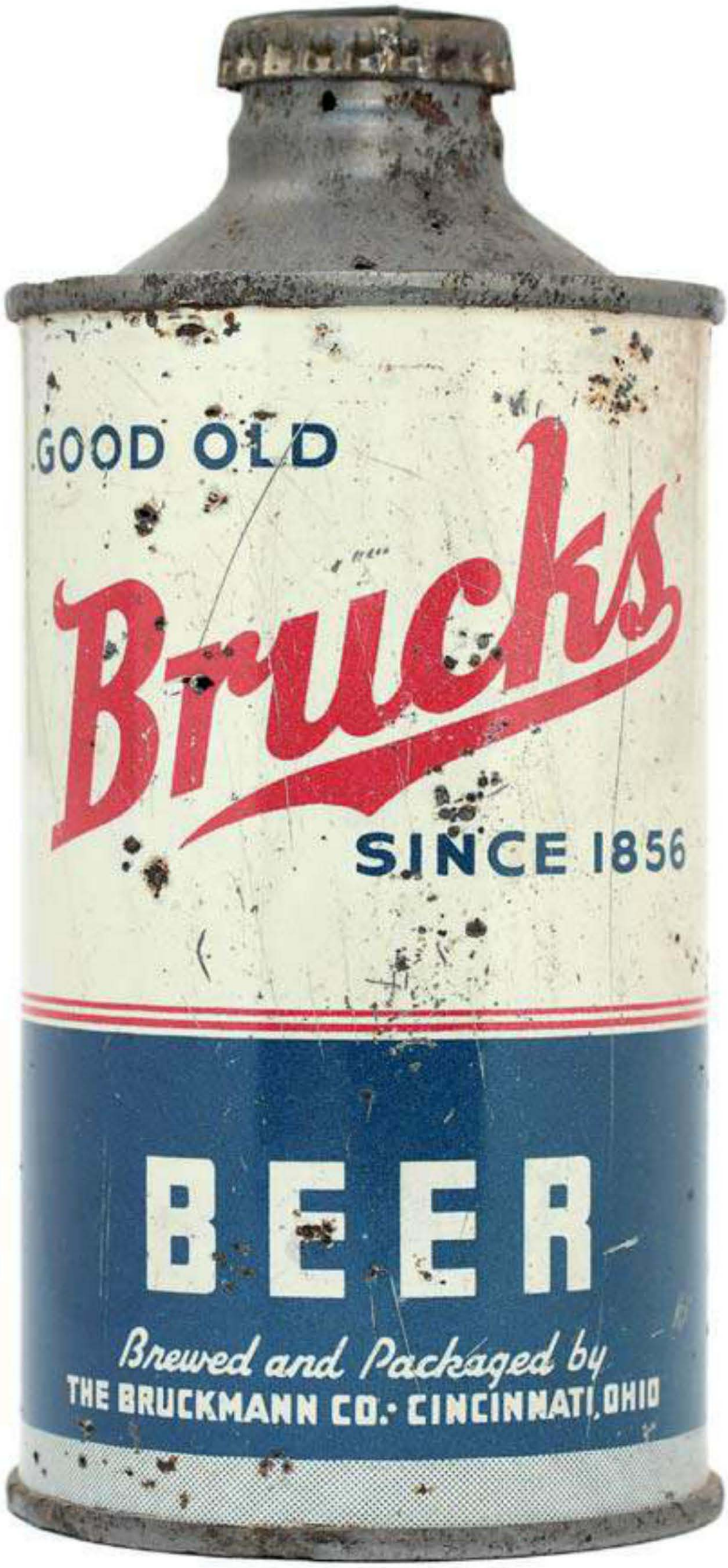
Humboldt Malt & Brewing Co.
Eureka, CA | 1930s



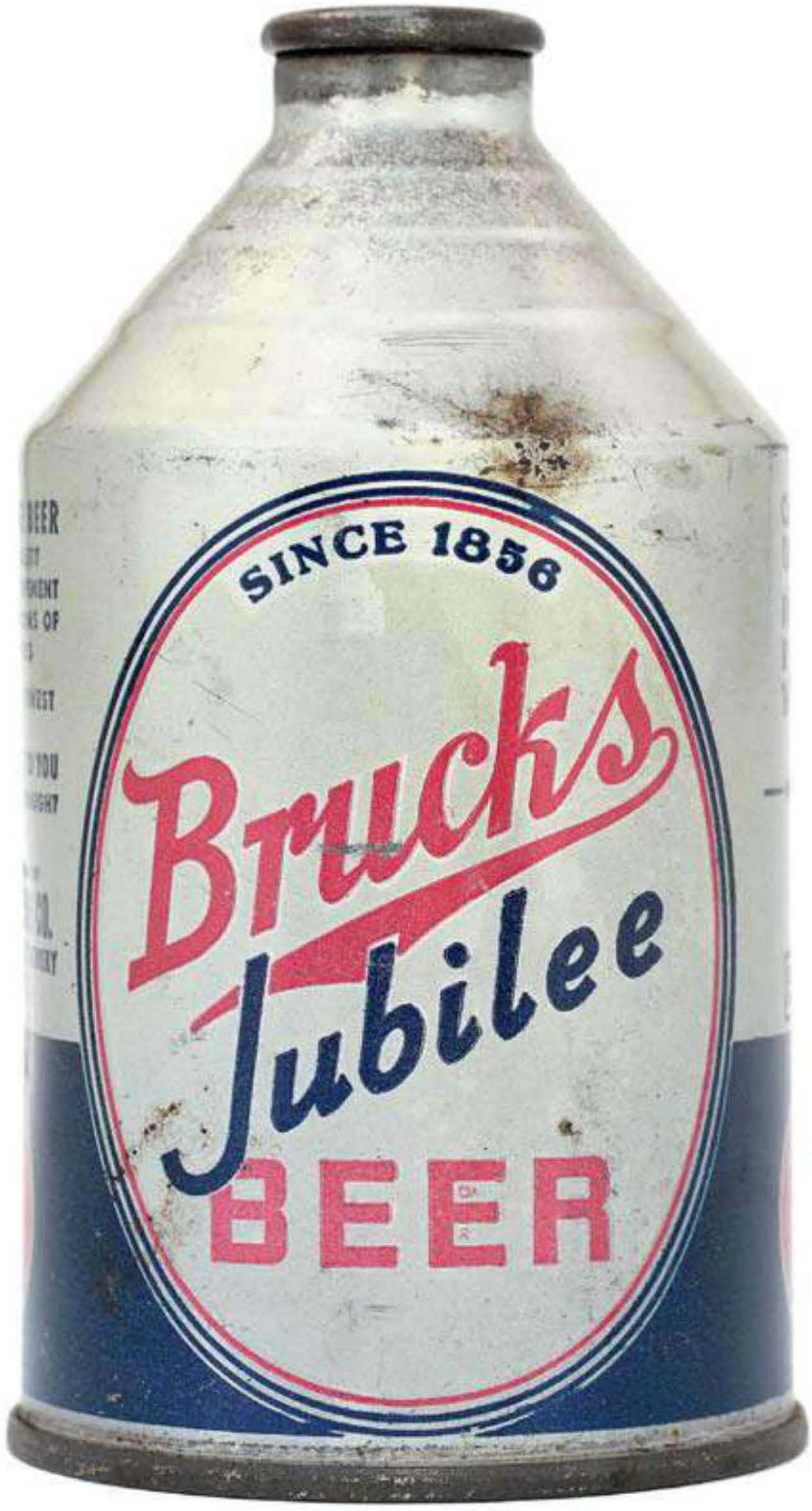
Century Brewery Co.
Norfolk, VA | 1950s



General Brewing Co.
Vancouver, WA | 1980s



The Bruckmann Co.
Cincinnati, OH | 1940s



The Bruckmann Co.
Cincinnati, OH | 1940s

12 FL. OZ.

SINCE 1838

Buckeye

Pilsener

BEER

"KRAFTISED

Buckeye Pilsener

Seen dressed in a waiter's outfit carrying a tray full of beer, "Bucky" was the mascot for the Toledo, Ohio-based Buckeye Brewing Company. Named after the Buckeye trees common throughout the state, the brewery was in operation for nearly 130 years.

The Buckeye Brewing Co.
Toledo, OH | 1940s/1950s

Buckhorn Brewing Co.
St. Paul, MN | 1960s

Buckhorn Brewing Co.
St. Paul, MN | 1970s/1980s

TRADE MARKS REG. U. S. PAT. OFF.

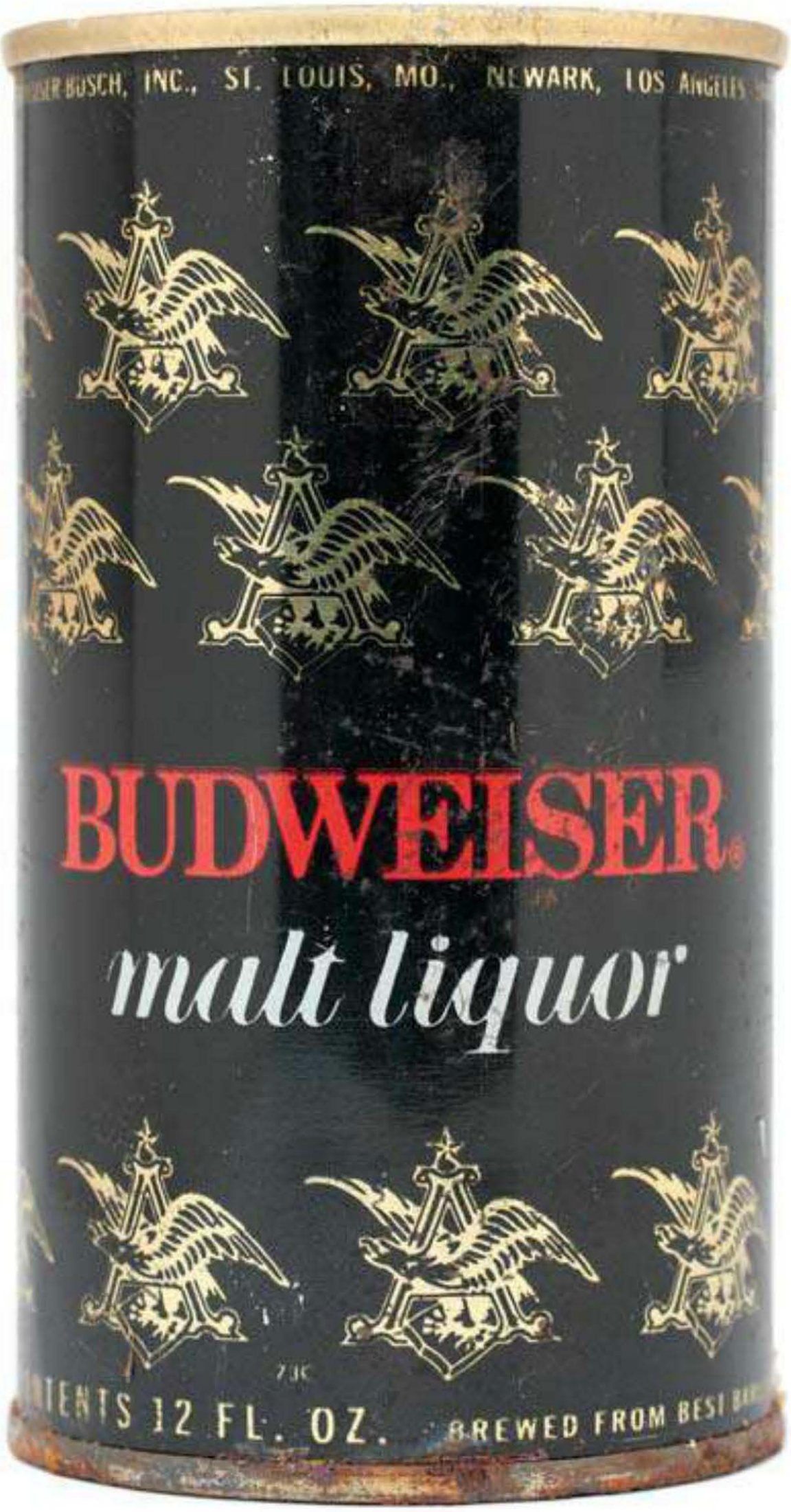
Budwei

Budweiser

One of the oldest known Budweiser cans, this design dates back to the 1930s. The bald eagle was first used by the company in 1872, and remains an icon of the brand to this day.

Anheuser-Busch Inc.
St. Louis, MO | 1930s

Anheuser-Busch Inc.
Newark, NJ | 1960s



Anheuser-Busch Inc.
St. Louis, MO | 1960s

Rinso

Buffalo

Like many others, Buffalo Brewing founder Henry Grau named his brewery after a U.S. city. In this case, however, the brewery resided in Sacramento, California, rather than Buffalo, New York—over 2,000 miles away.

Buffalo Brewing Co.
Sacramento, CA | 1950s

Acme Brewing Co.
San Francisco, CA | 1950s

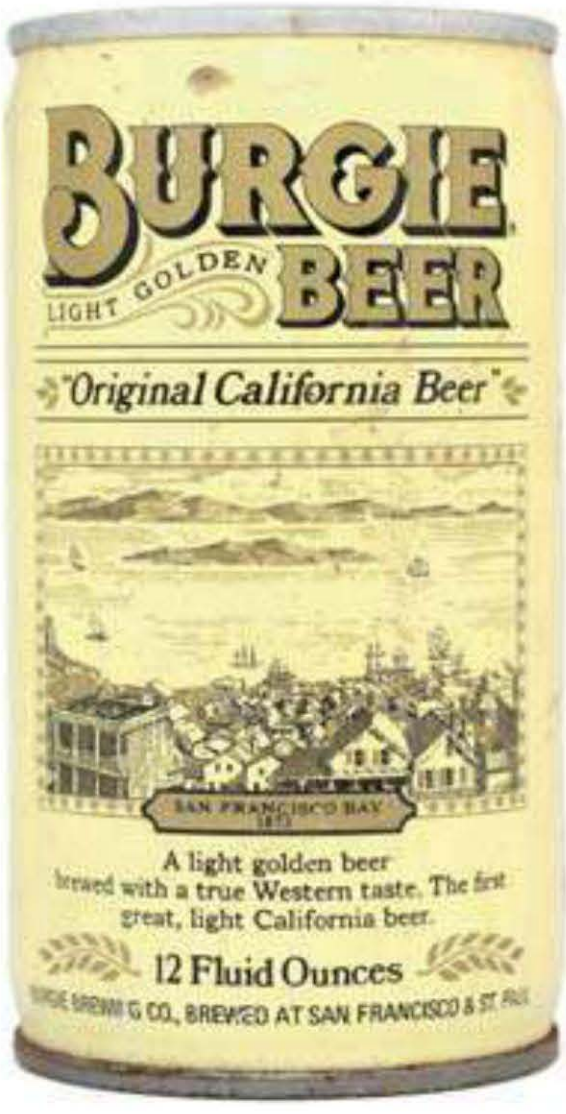
The Burger Brewing Co.
Cincinnati, OH | 1940s

The Burger Brewing Co.
Cincinnati, OH | 1940s

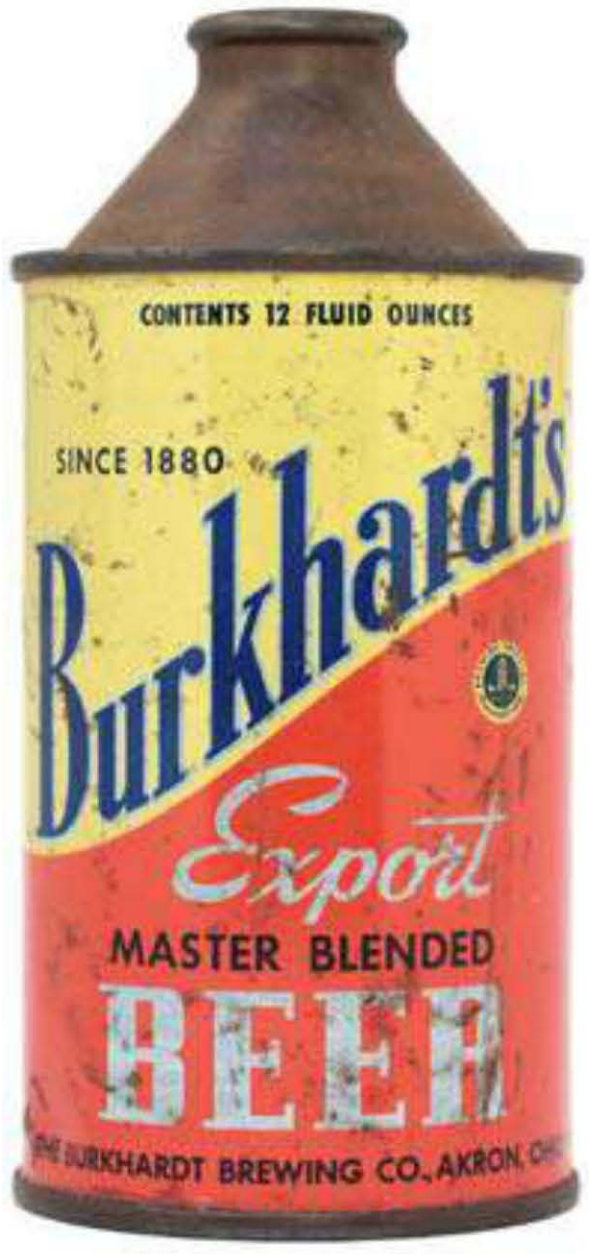
The Burger Brewing Co.
Cincinnati, OH | 1940s/1950s

Burgermeister Brewing Co.
San Francisco, CA | 1940s

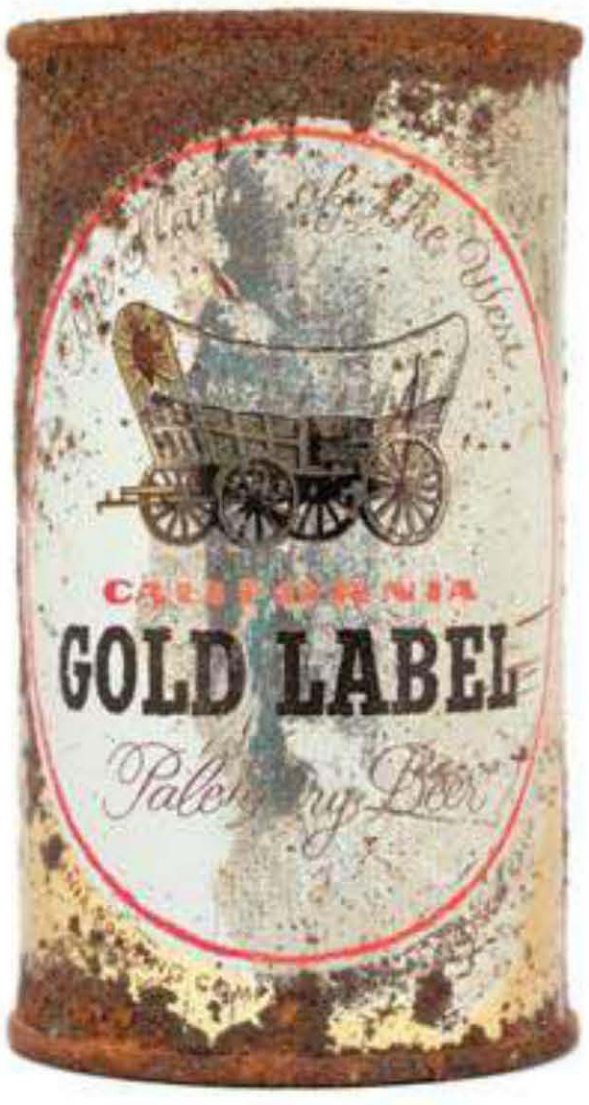
Burgermeister Brewing Co.
San Francisco, CA | 1960s



Burgie Brewing Co.
San Francisco, CA | 1970s/1980s



The Burkhardt Brewing Co.
Akron, OH | 1940s/1950s



California Brewing Co.
San Francisco, CA | 1950s

Canadian Ace Brewing Co.
Chicago, IL | 1940s/1950s

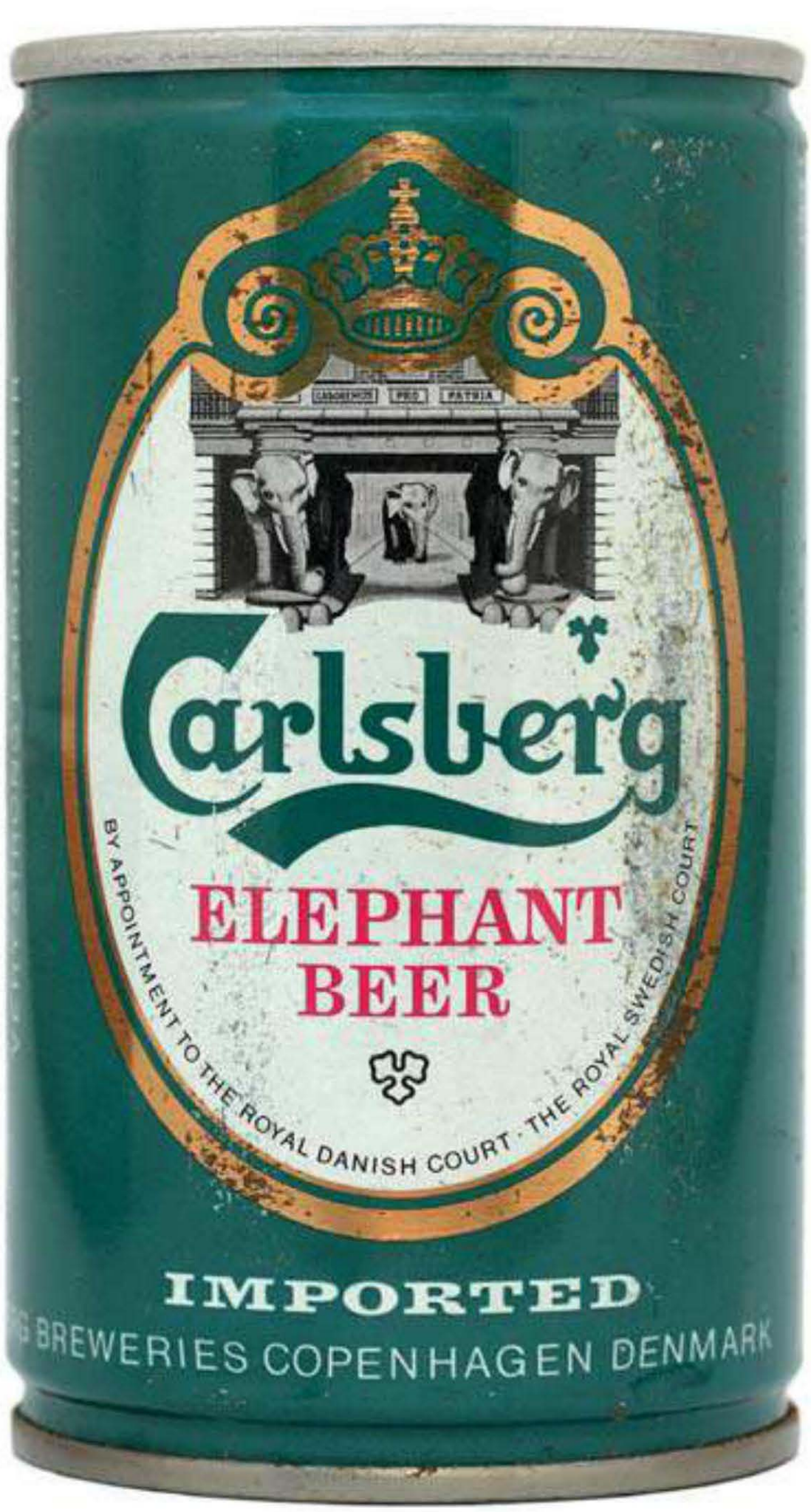
STANDARD BREWING COMPANY
TRADE MARK
SCRANTON, PA.

Canadian

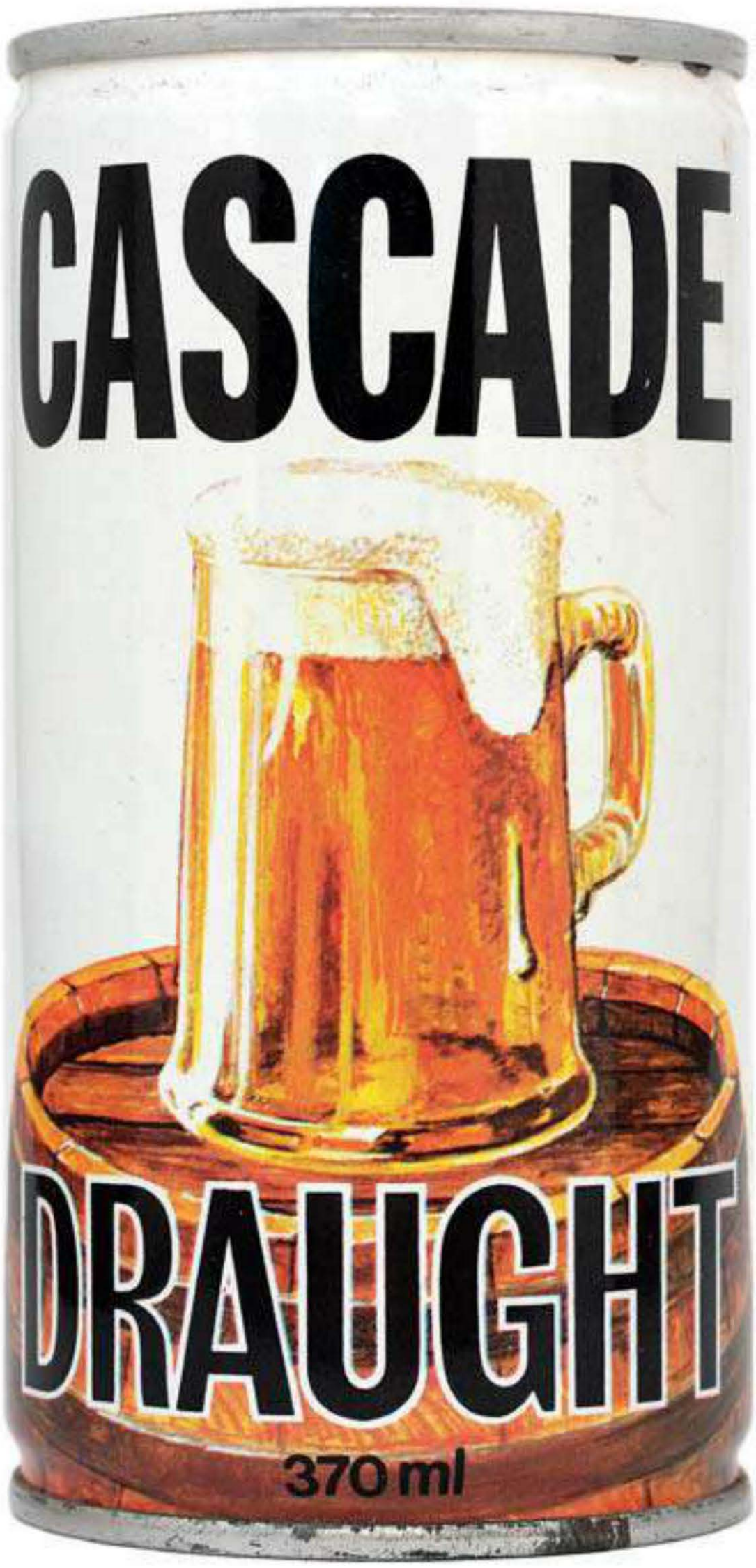
PREMIUM BEER

STANDARD BREWING CO. OF SCRANTON
SCRANTON, PA.

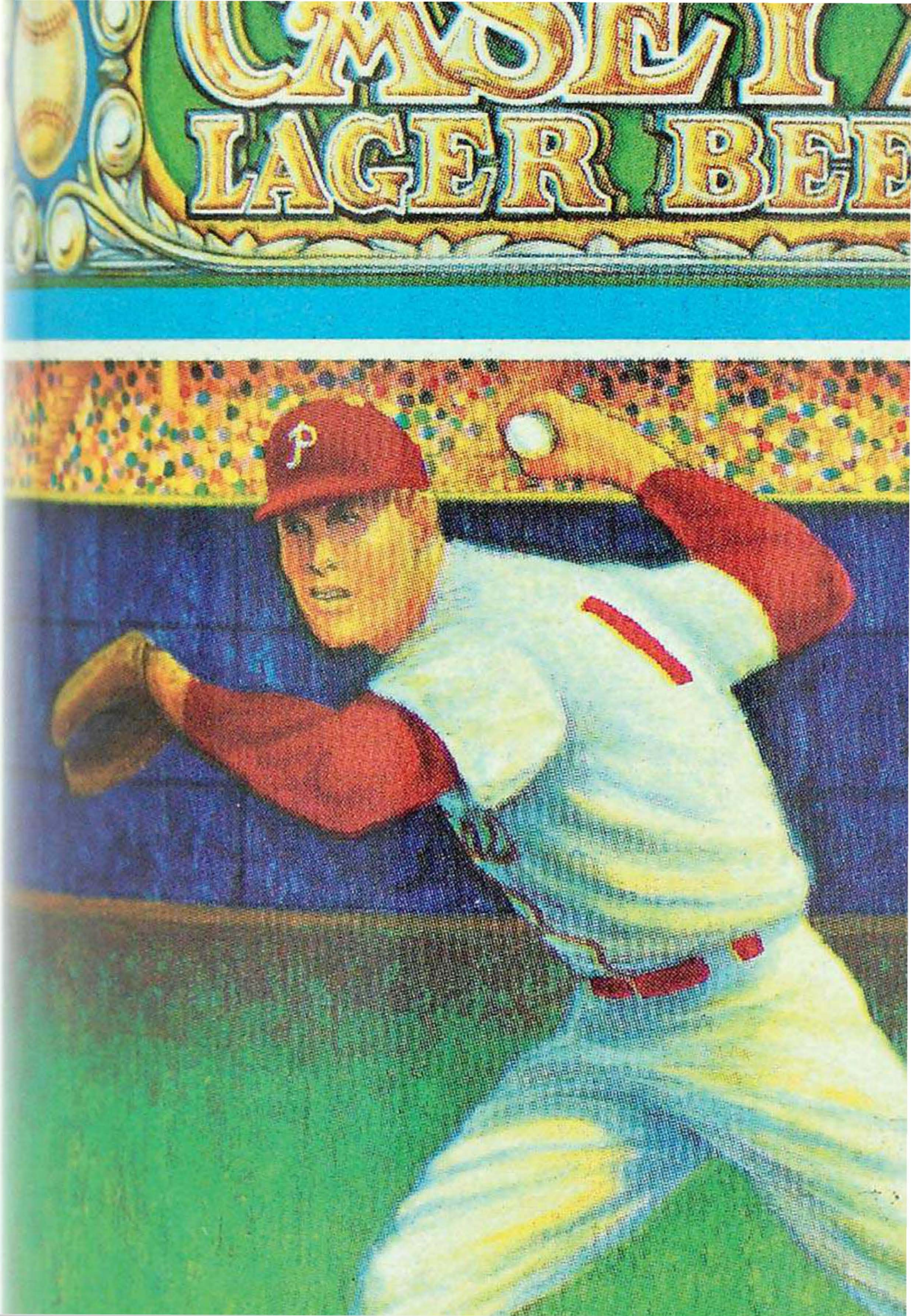
Standard Brewing Company of Scranton
Scranton, PA | 1940s/1950s



Carlsberg Breweries
Copenhagen, Denmark | 1970s



Tasmanian Breweries Pty. Ltd.
Hobart, Australia | 1970s


LAGER BEER

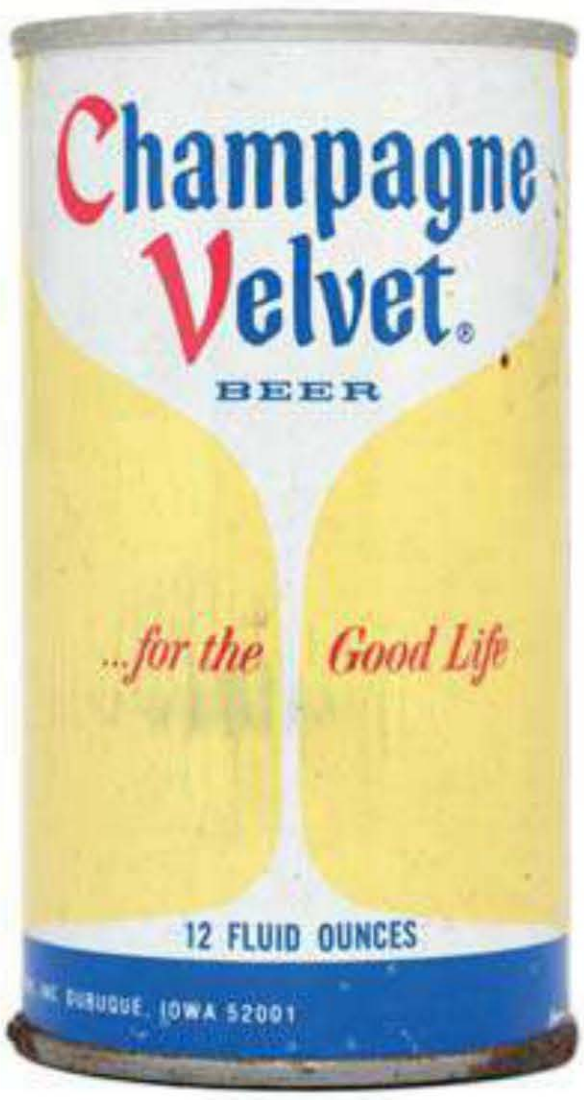
Casey's Lager

Former Philadelphia Phillies centerfielder Richie Ashburn adorns this Casey's Lager beer can, one in a series of cans that featured major league baseball stars.

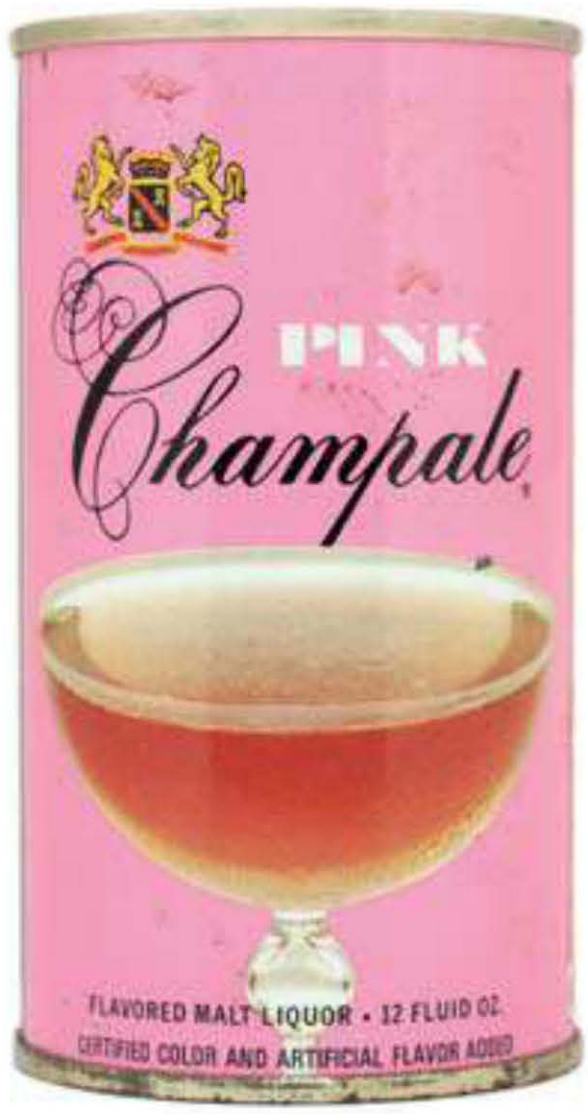
Valley Forge Brewing Co.
Philadelphia, PA | 1970s

South African Breweries
Johannesburg, South Africa | 1970s

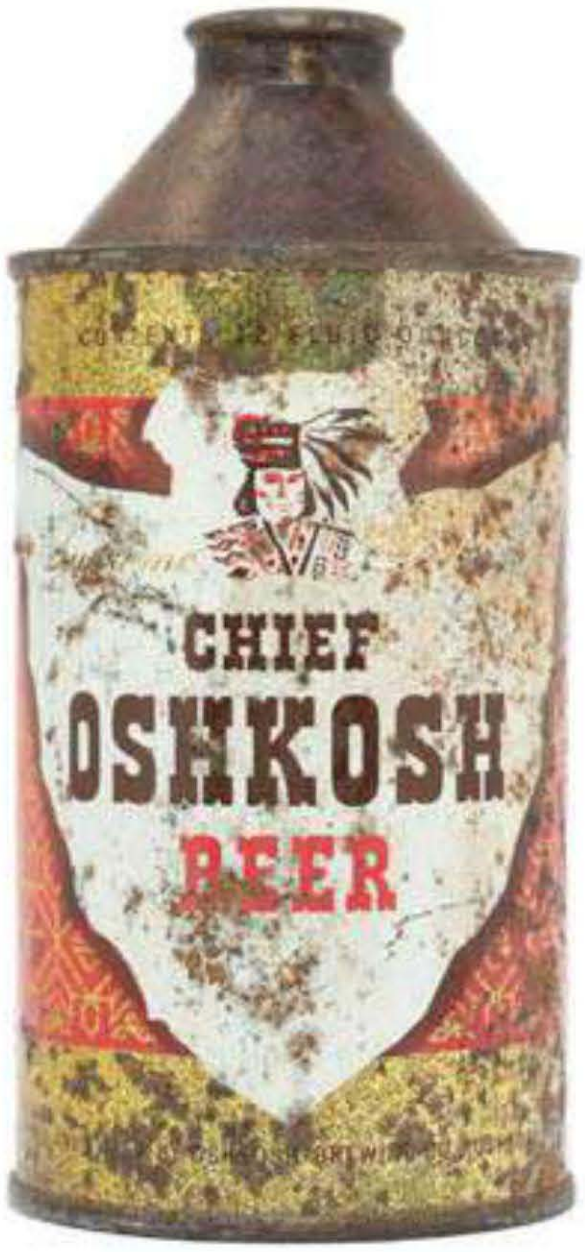
Terre Haute Brewing Co., Inc.
Terre Haute, IN | 1940s/1950s



Joseph S. Pickett & Sons, Inc.
Dubuque, IA | 1970s

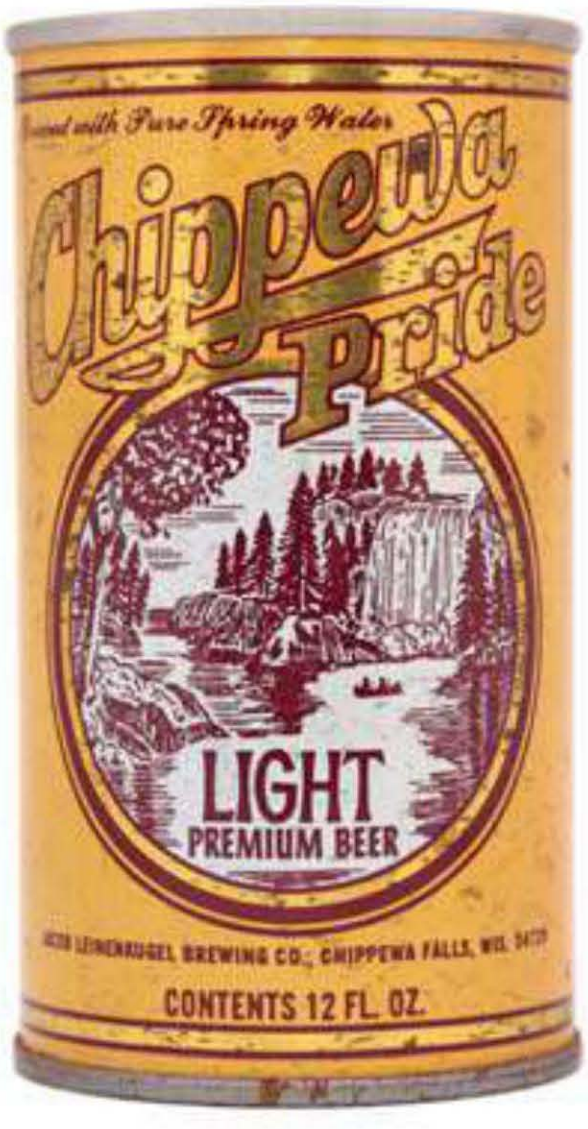


Champale Inc.
Trenton, NJ | 1970s



Oshkosh Brewing Co.
Oshkosh, WI | 1940s/1950s

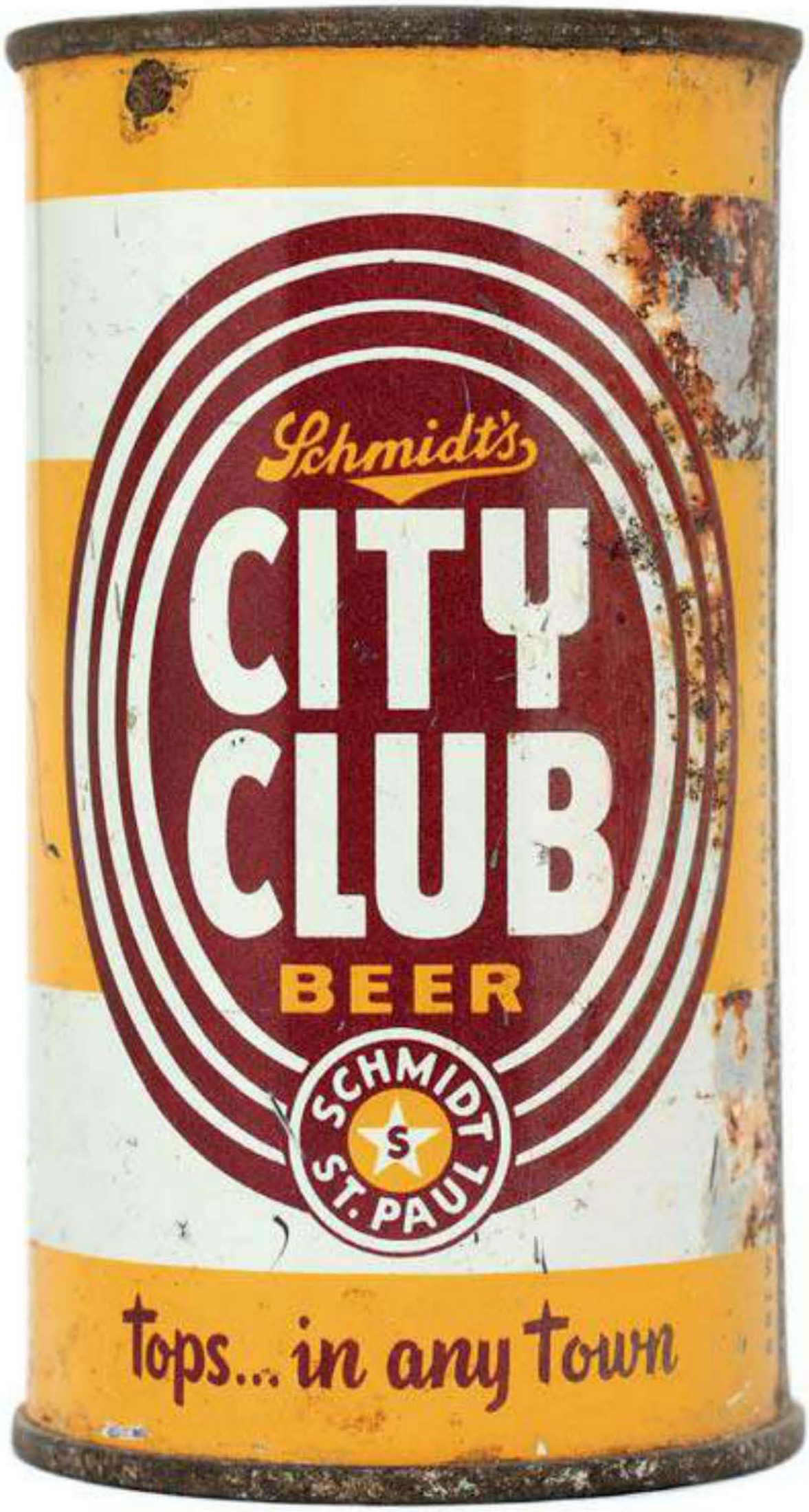
Jacob Leinenkugel Brewing Co.
Chippewa Falls, WI | 1970s



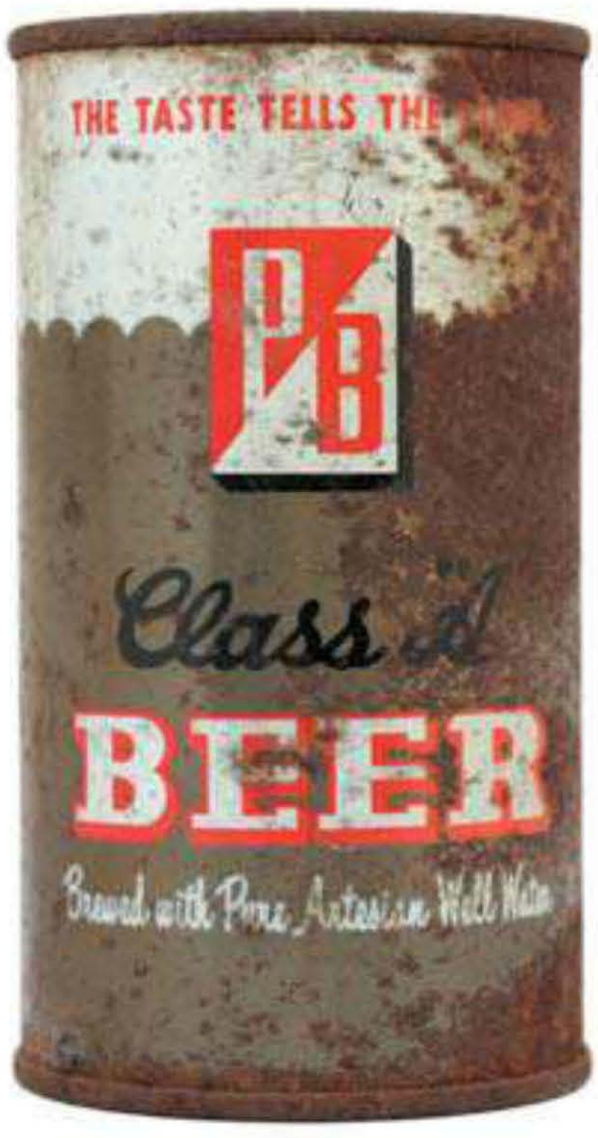
Jacob Leinenkugel Brewing Co.
Chippewa Falls, WI | 1970s

Christian Moerlein
Cincinnati, OH | 1970s/1980s

Carling O'Keefe Breweries
Toronto, Canada | 1970s

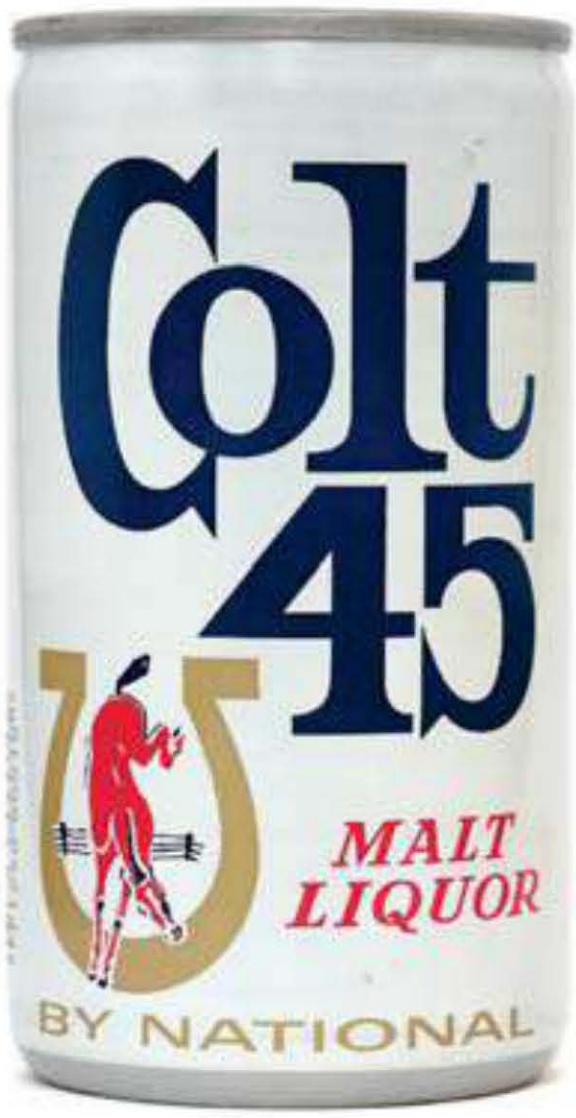


Jacob Schmidt Brewing Co.
St. Paul, MN | 1950s



Eastern Brewing Co.
Hammonton, NJ | 1960s

Cold Spring Brewing Co.
Cold Spring, MN | 1940s/1950s



Carling National Breweries
Baltimore, MD | 1970s/1980s

Carling Brewing Co.
Baltimore, MD | 1970s/1980s

SPRING

BREWING

Old Spain

LAGER BEER

CONTENTS 12 FLUID OUNCES

Coca-Cola

Banquet

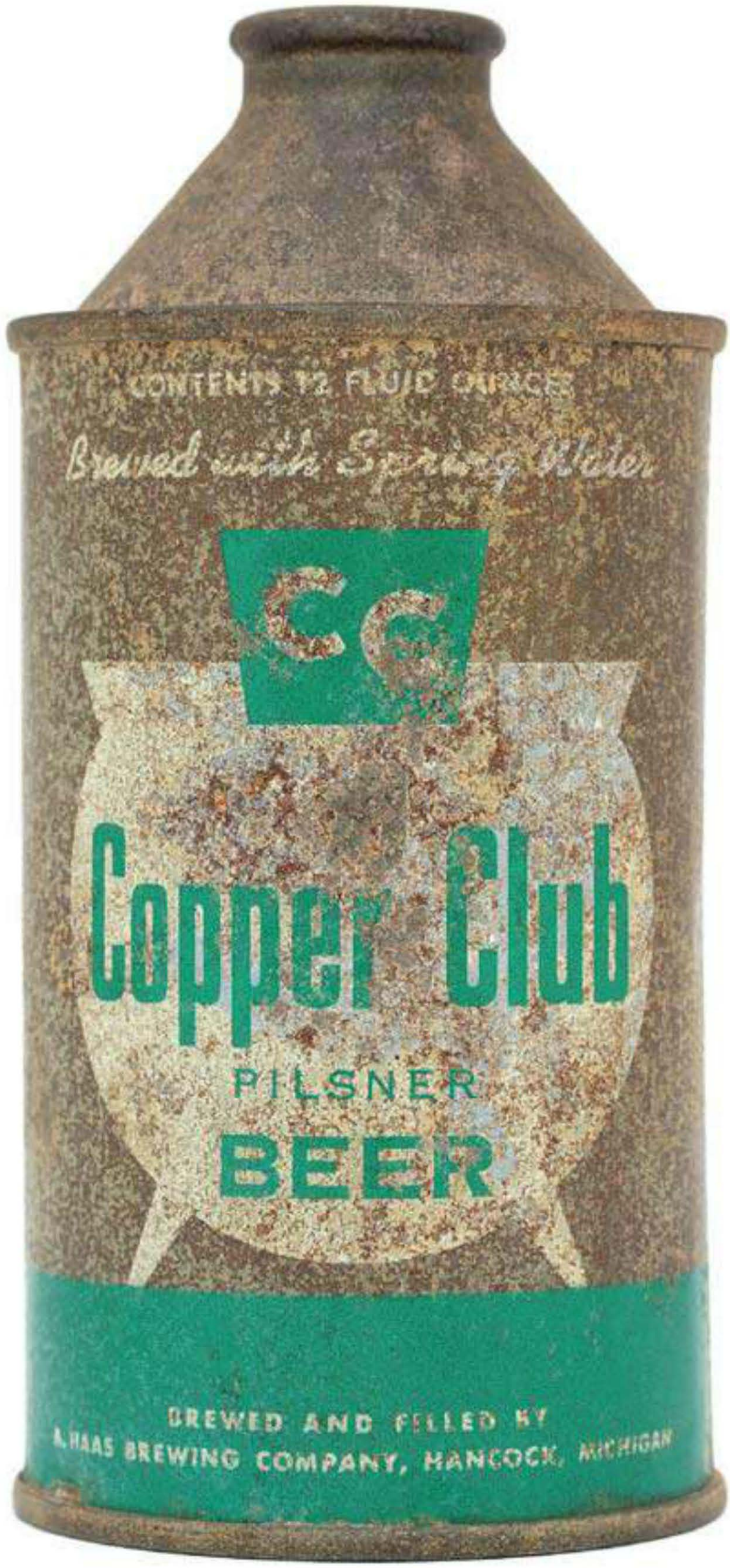
Coors Banquet

The design of this Coors banquet can, featuring an illustration of flowing spring water, remained virtually unaltered from the 1950s to the 1970s.

The famous "Rocky Mountain Spring Water," discovered by Adolph Coors, was found in Clear Creek Valley near Golden, Colorado, where the company was founded and remains to this day.

Adolph Coors Co.
Golden, CO | 1950s

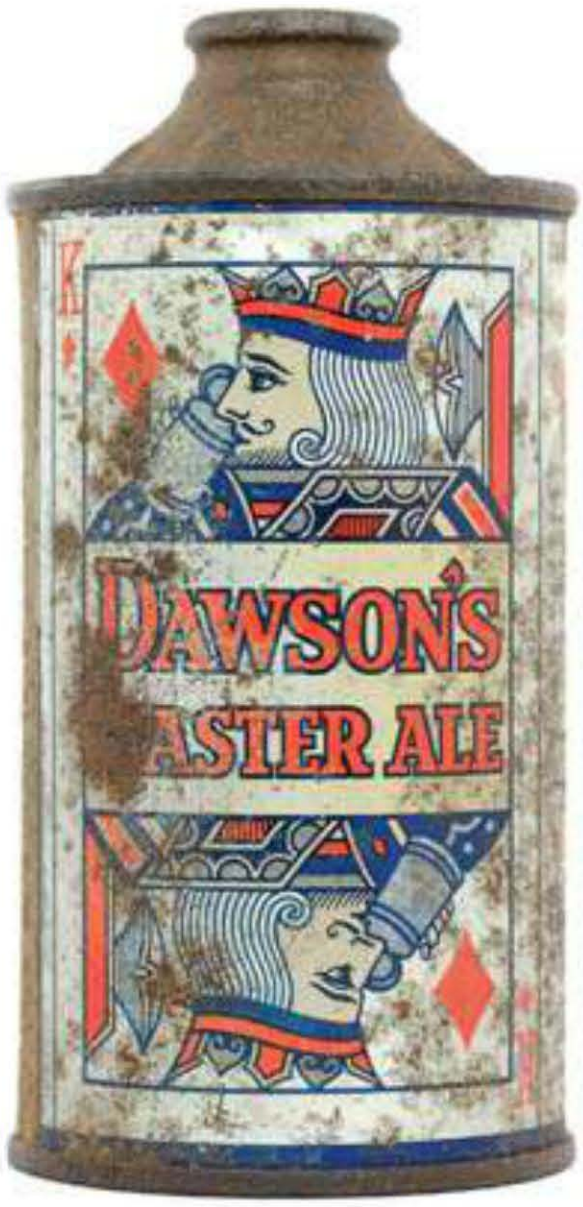
Adolph Coors Co.
Golden, CO | 1970s/1980s



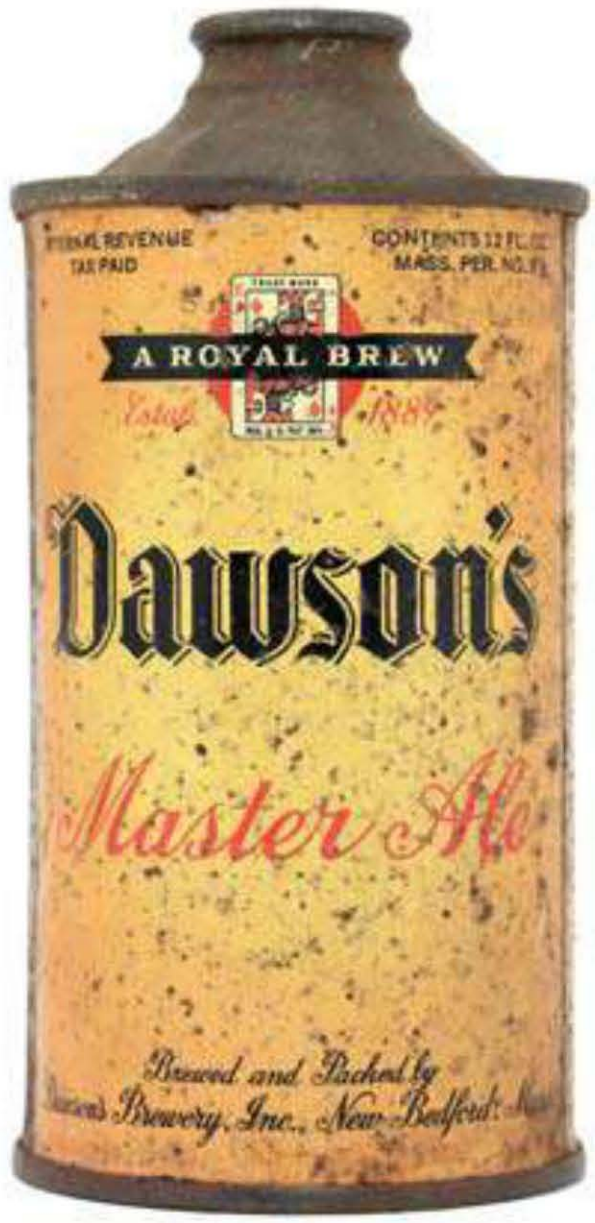
A. Haas Brewing Co.
Hancock, MI | 1940s/1950s

Cerveceria Corona Inc.
San Juan, Puerto Rico | 1970s

Courage Ltd.
Lewes, England | 1970s



Dawson's Brewery Inc.
New Bedford, MA | 1930s

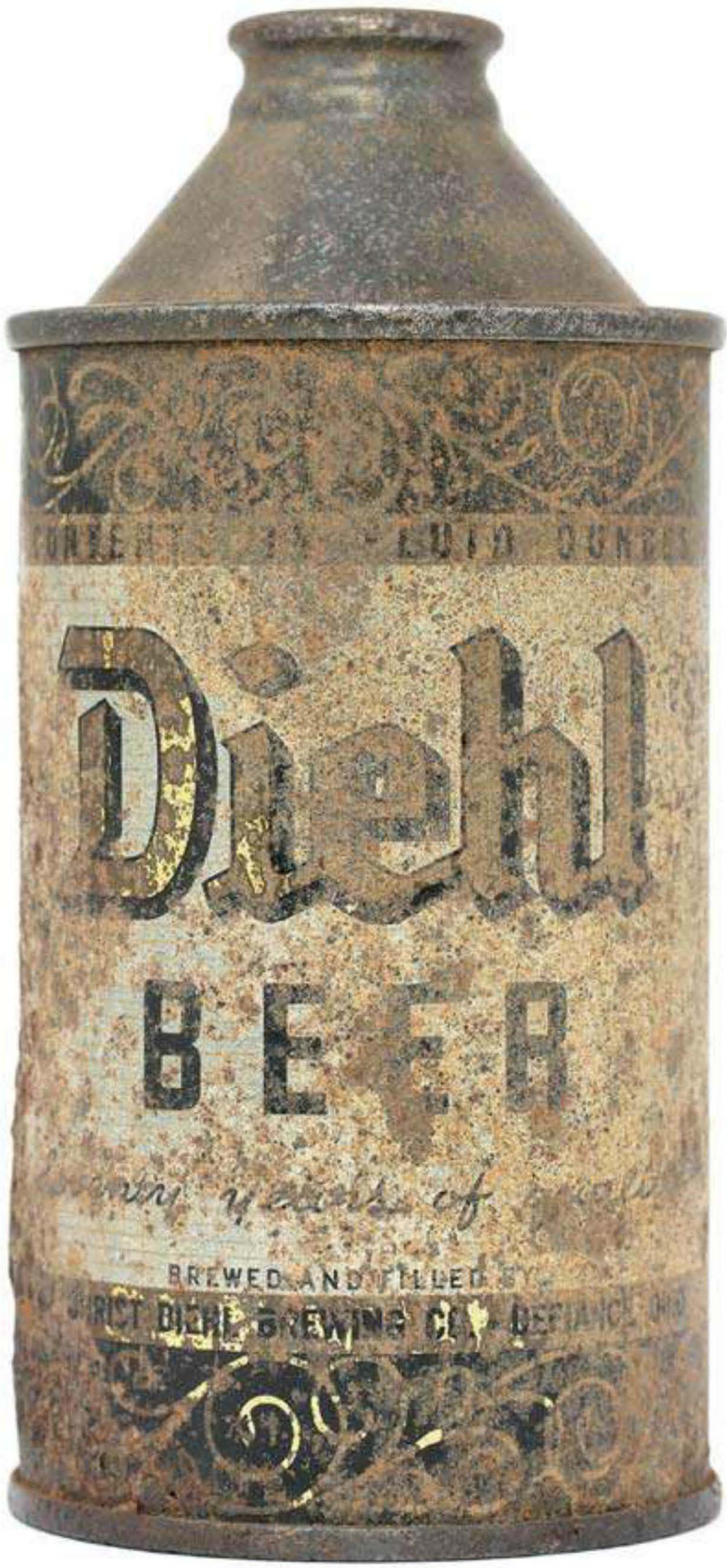


Dawson's Brewery Inc.
New Bedford, MA | 1930s/1940s

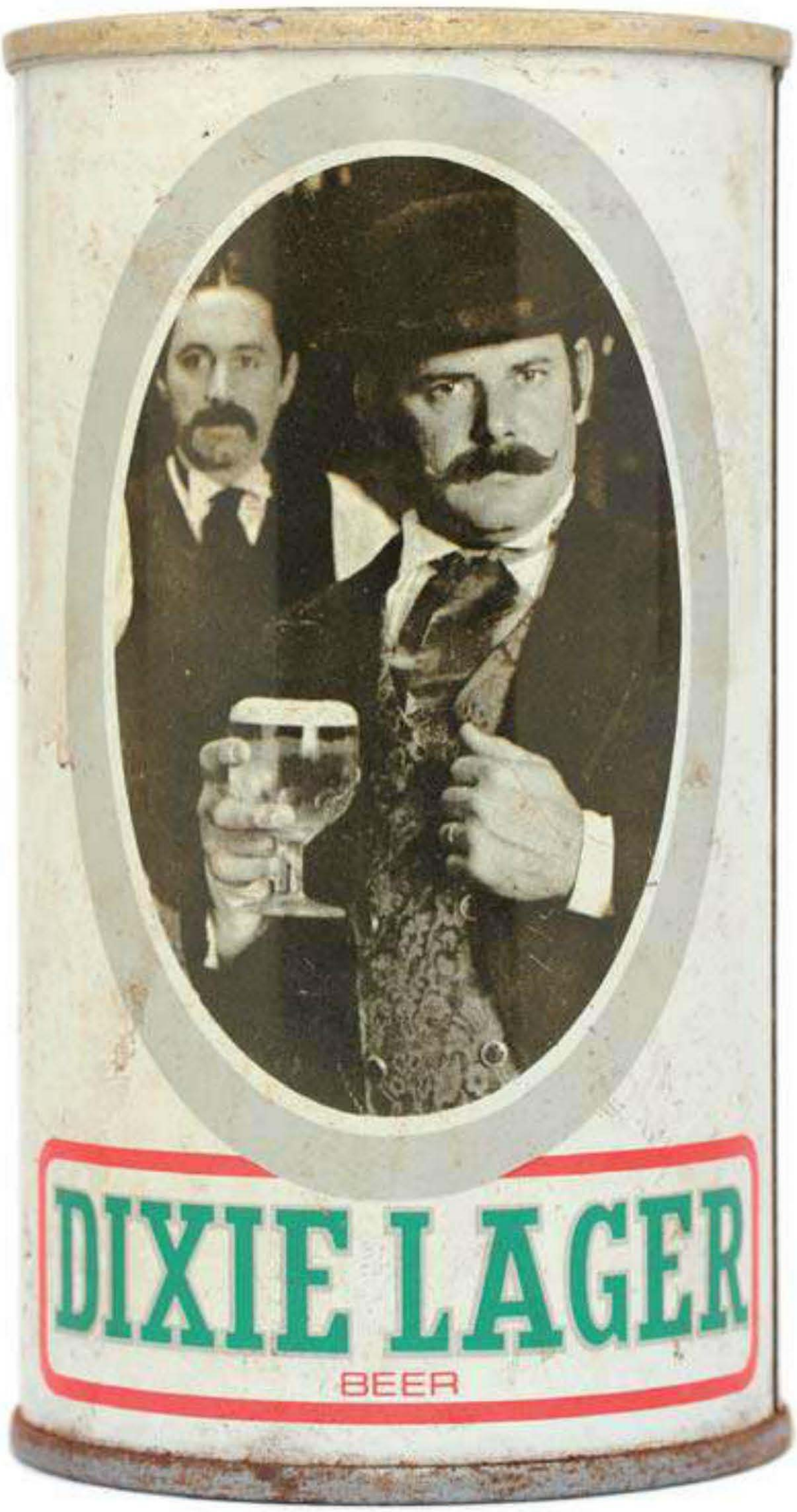
K

DAWSON'S

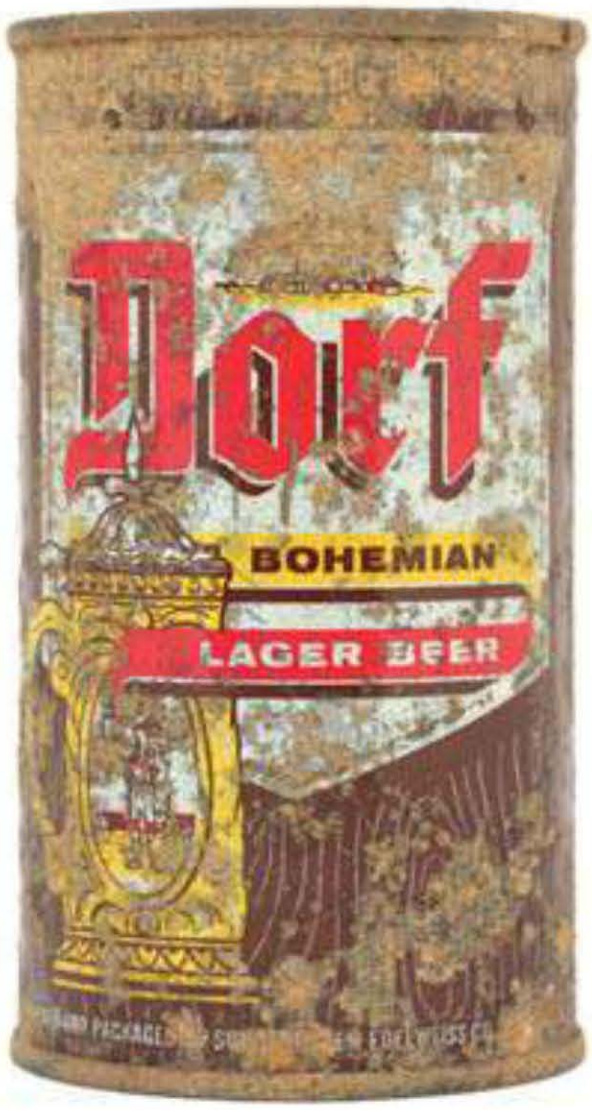
MASTER ALE



The Christian Diehl Brewing Co.
Defiance, OH | 1940s

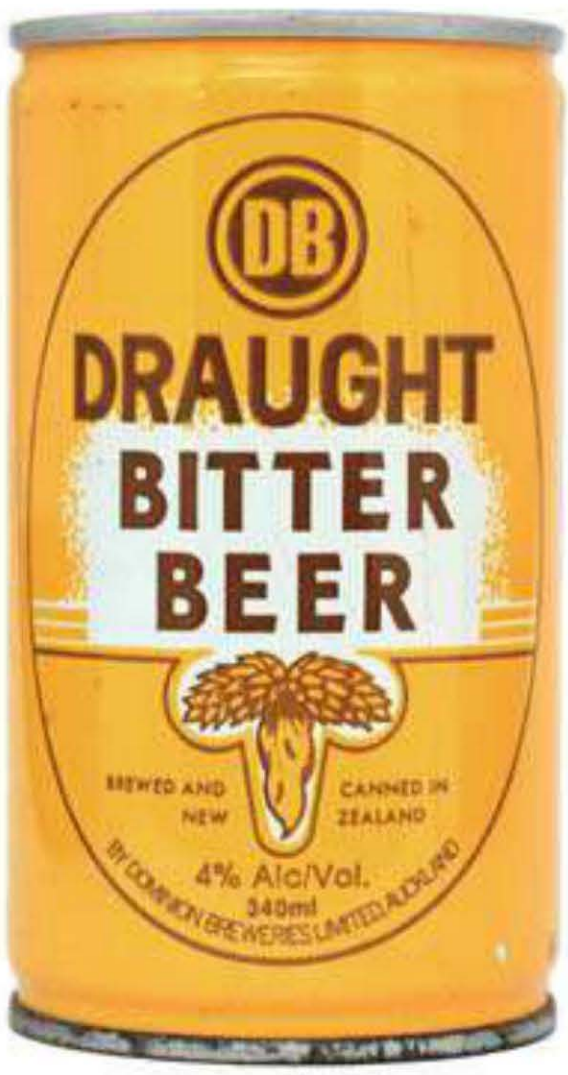


Dixie Brewing Co.
New Orleans, LA | 1970s

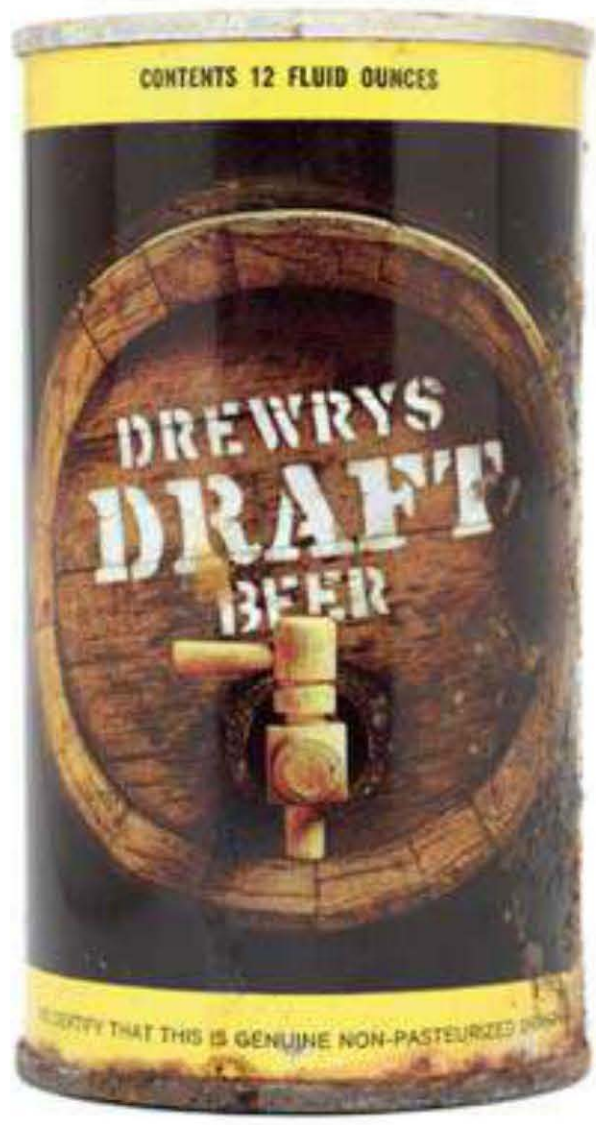


Schoenhofen-Edelweiss Co.
Chicago, IL | 1950s

Allied Breweries
Burton, England | 1970s

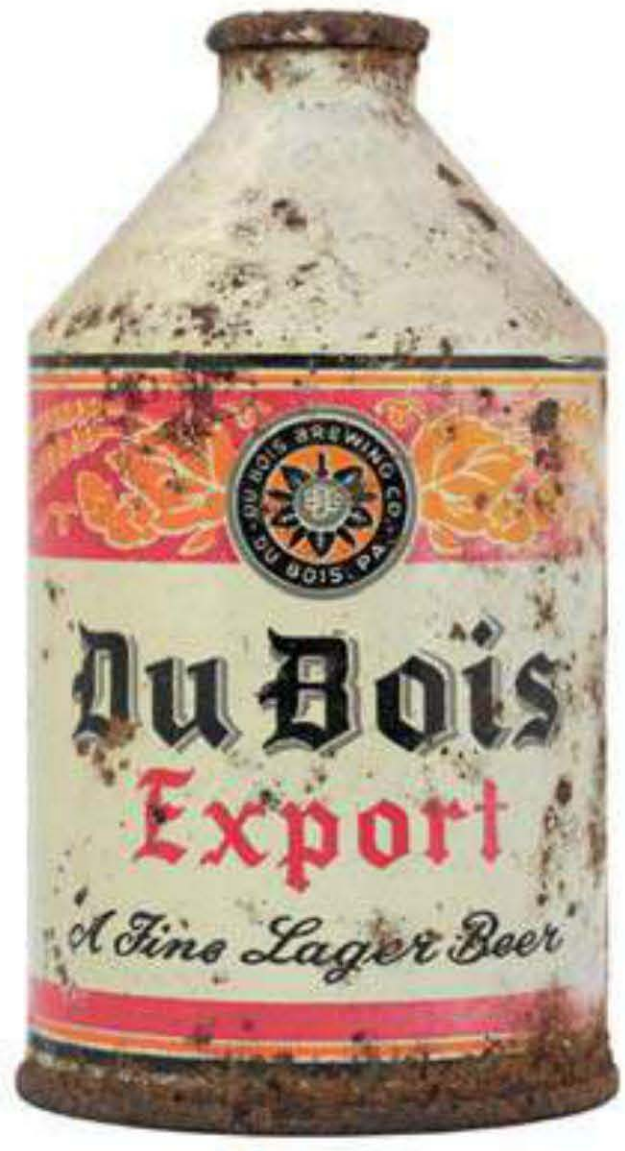


Dominion Breweries Ltd.
Auckland, New Zealand | 1970s

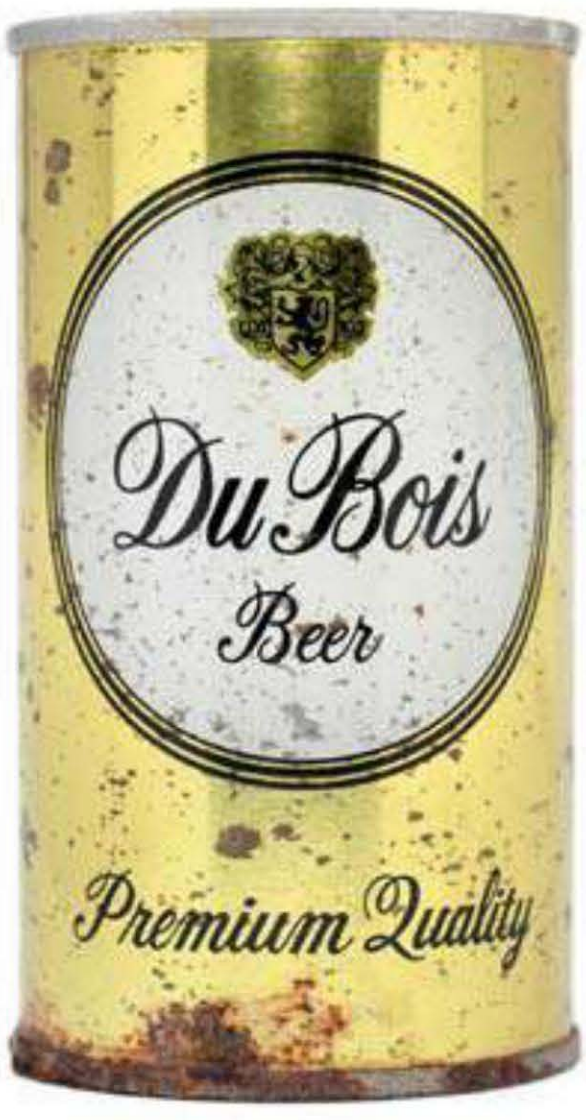


Drewrys Ltd.
Chicago, IL | 1960s

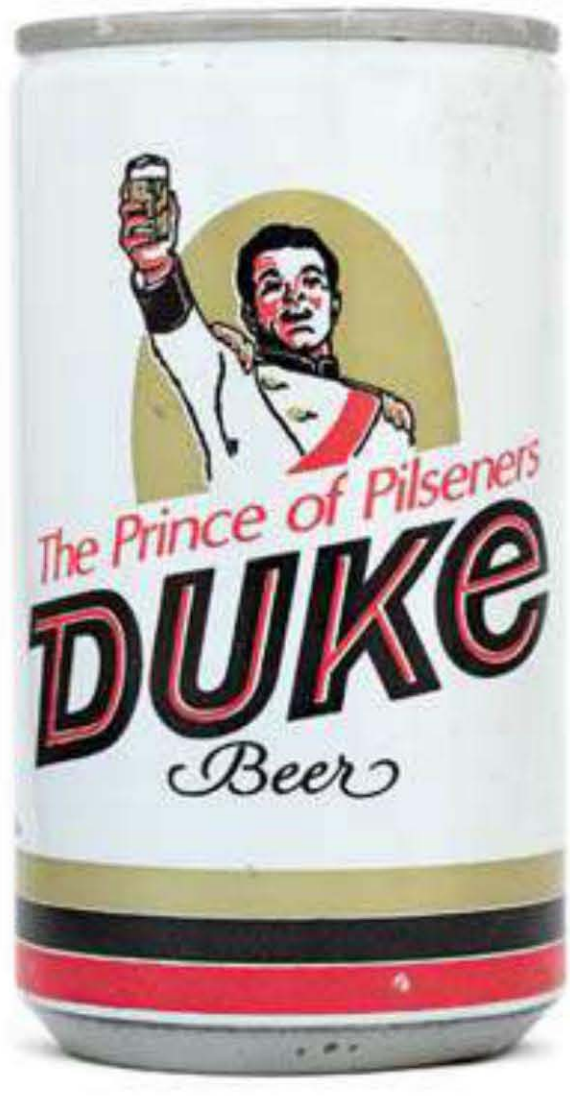
G. Heileman Brewing Co.
Newport, KY | 1980s



Du Bois Brewing Co.
Du Bois, PA | 1940s/1950s



Du Bois Brewing Co.
Pittsburgh, PA | 1960s

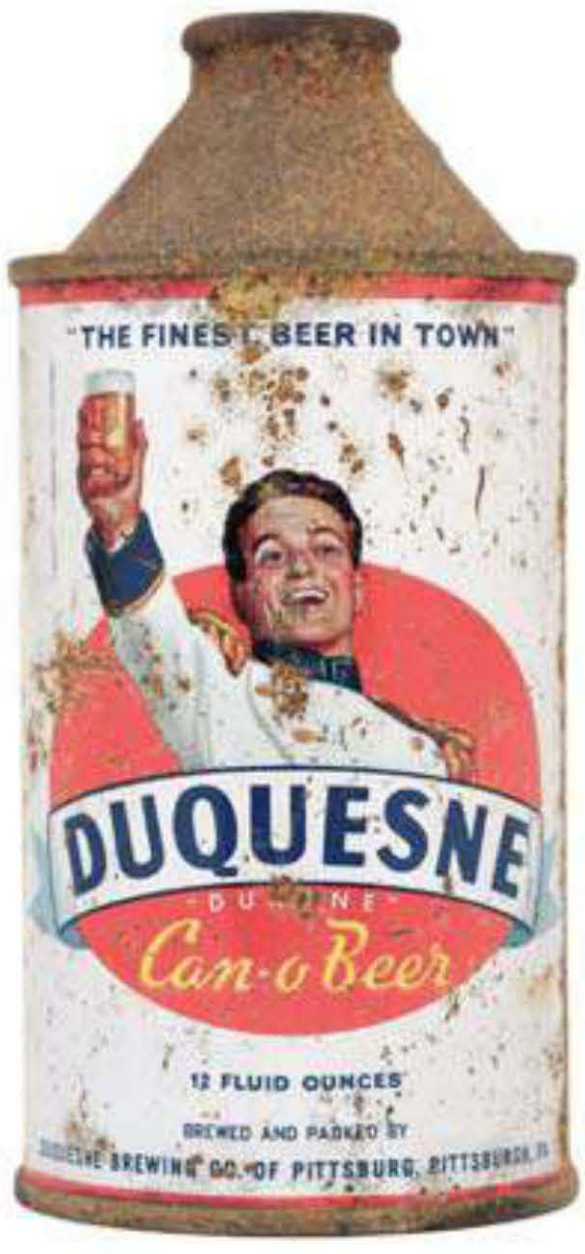


Duquesne Brewing Co.
Philadelphia, PA | 1970s/1980s

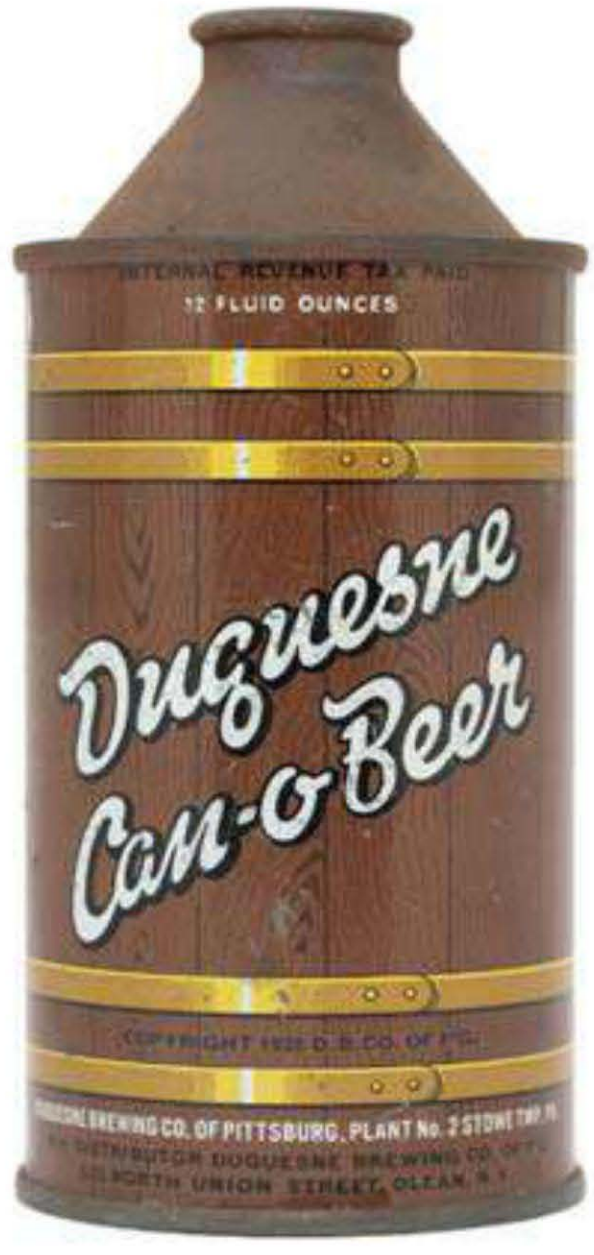
"THE FINEST BEER IN TOWN"

DUQUESNE

"DUQUESNE"



Duquesne Brewing Co.
Pittsburgh, PA | 1940s/1950s



Duquesne Brewing Co.
Pittsburgh, PA | 1940s/1950s

Duquesne Brewing Co.
Pittsburgh, PA | 1940s/1950s

Dutch Treat Brewing Co.
Phoenix, AZ | 1970s/1980s

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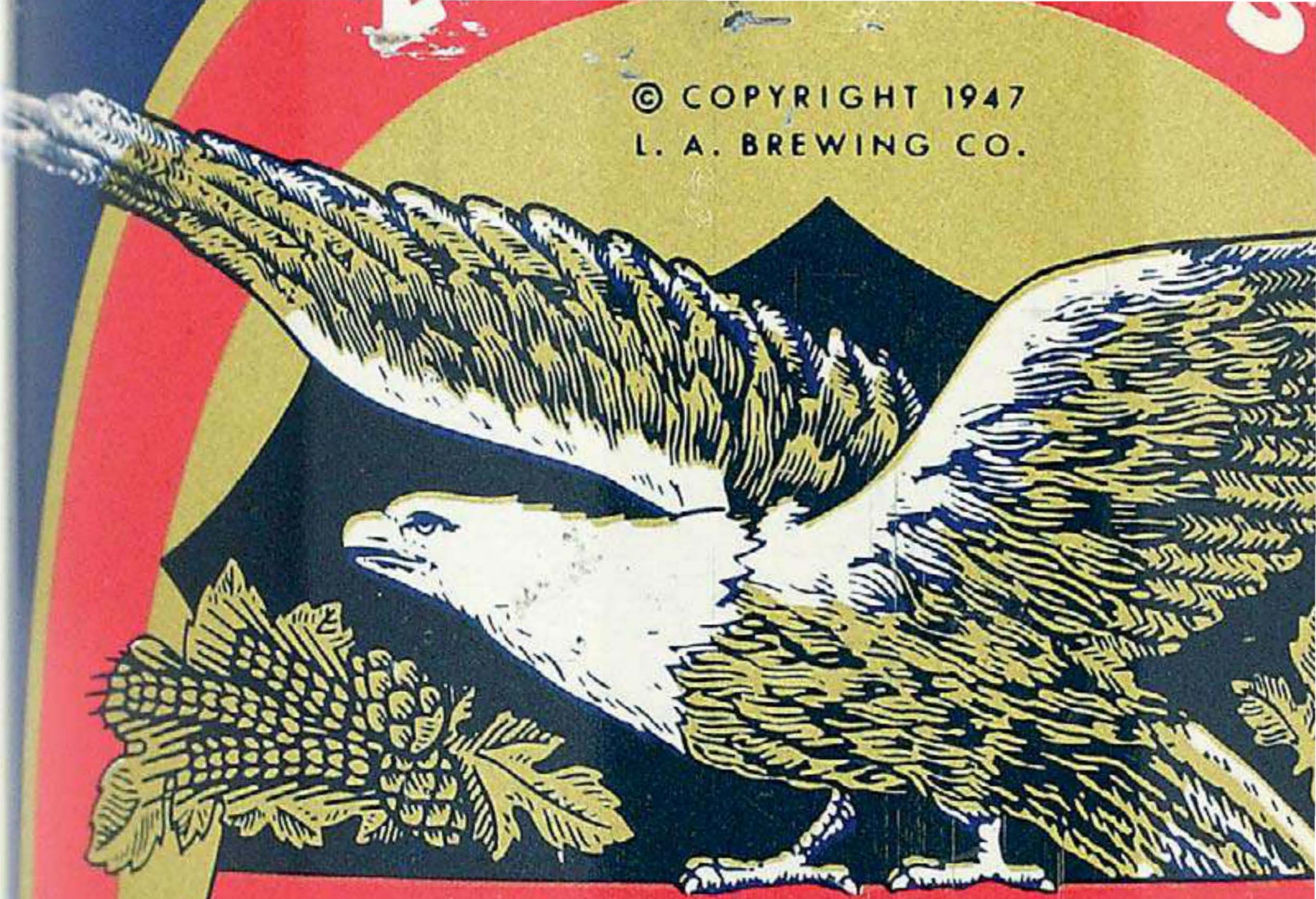
L. A. BREWING CO.



EASTSIDE

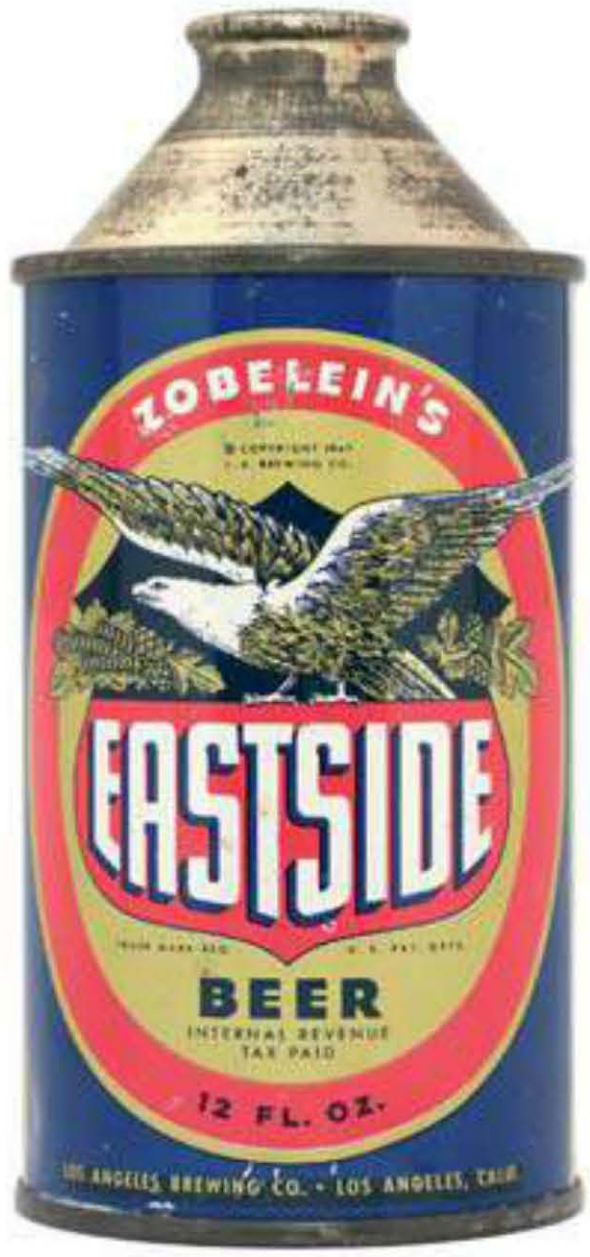
TRADE MARK REG. U. S. PAT. OF

BEER

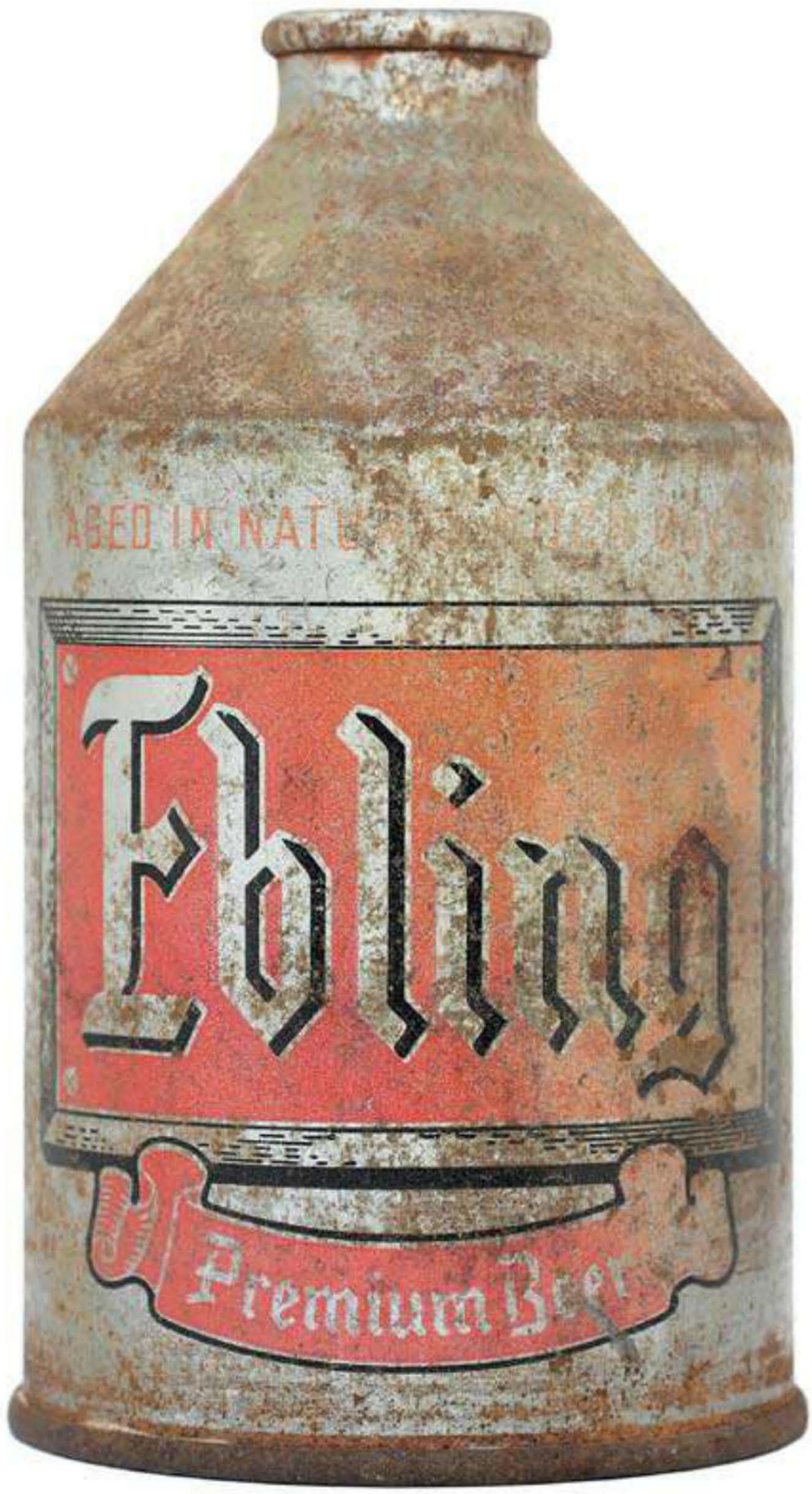
Eastside

Founded in 1907, the Los Angeles Brewing Company's location on the east side of the Los Angeles River inspired the name of this beer. With the onset of Prohibition, Los Angeles Brewing converted Eastside into a near beer—a malt beverage containing little or no alcohol.

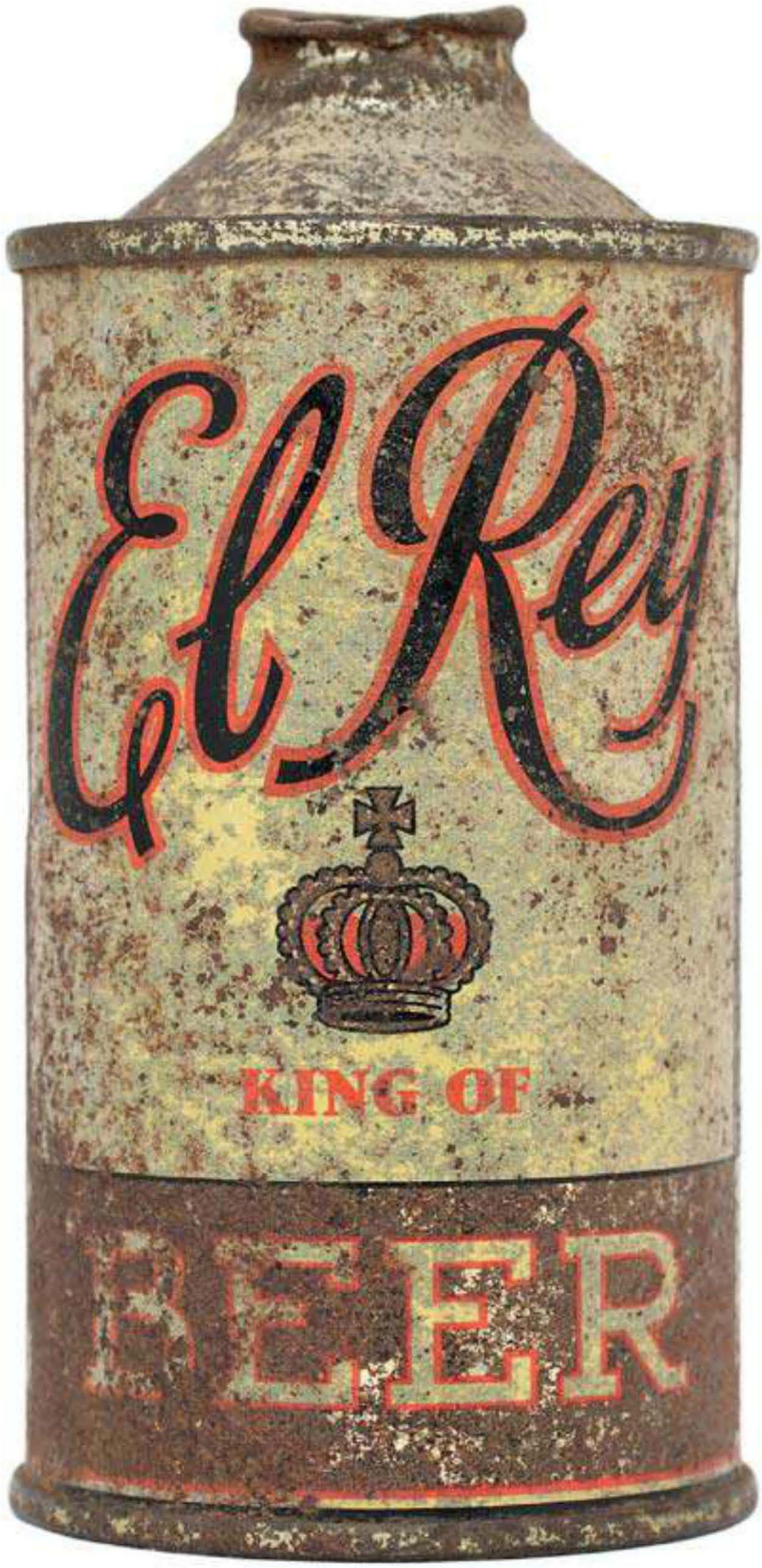
Because the process of making near beer was similar to producing the alcoholic variety, the brewery was able to easily convert back to shipping alcoholic beer the minute Prohibition expired on April 7, 1933.



Los Angeles Brewing Co.
Los Angeles, CA | 1940s



Ebling Brewing Co., Inc.
New York, NY | 1940s/1950s



El Rey Brewing Co.
San Francisco, CA | 1930s/1940s

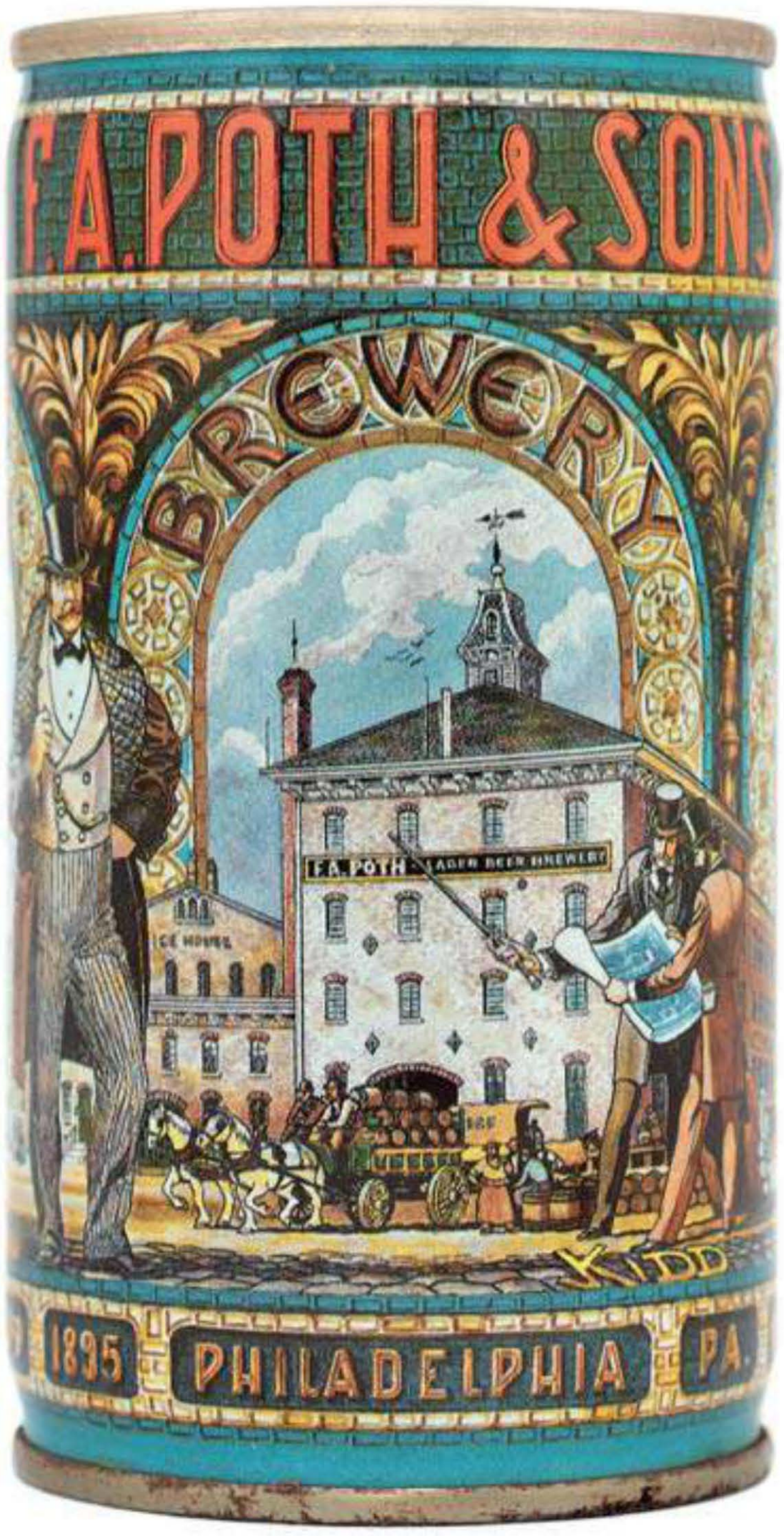
Essling

Esslinger's Little Man Ale

Operating out of Philadelphia, Pennsylvania, Esslinger Brewing used the quirky waiter seen on this can as its logo throughout the 1940s and '50s. The mascot, known as "Little Man," was a charming and popular icon used in numerous marketing materials.

Esslinger's Inc. Brewery
Philadelphia, PA | 1940s/1950s

Eagle Brewing Co.
San Francisco, CA | 1930s/1940s



Joseph Huber Brewing Co.
Monroe, WI | 1970s

Falstaff Brewing Co.
St. Louis, MO | 1940s/1950s

CONTENTS 12 FL. OZ.

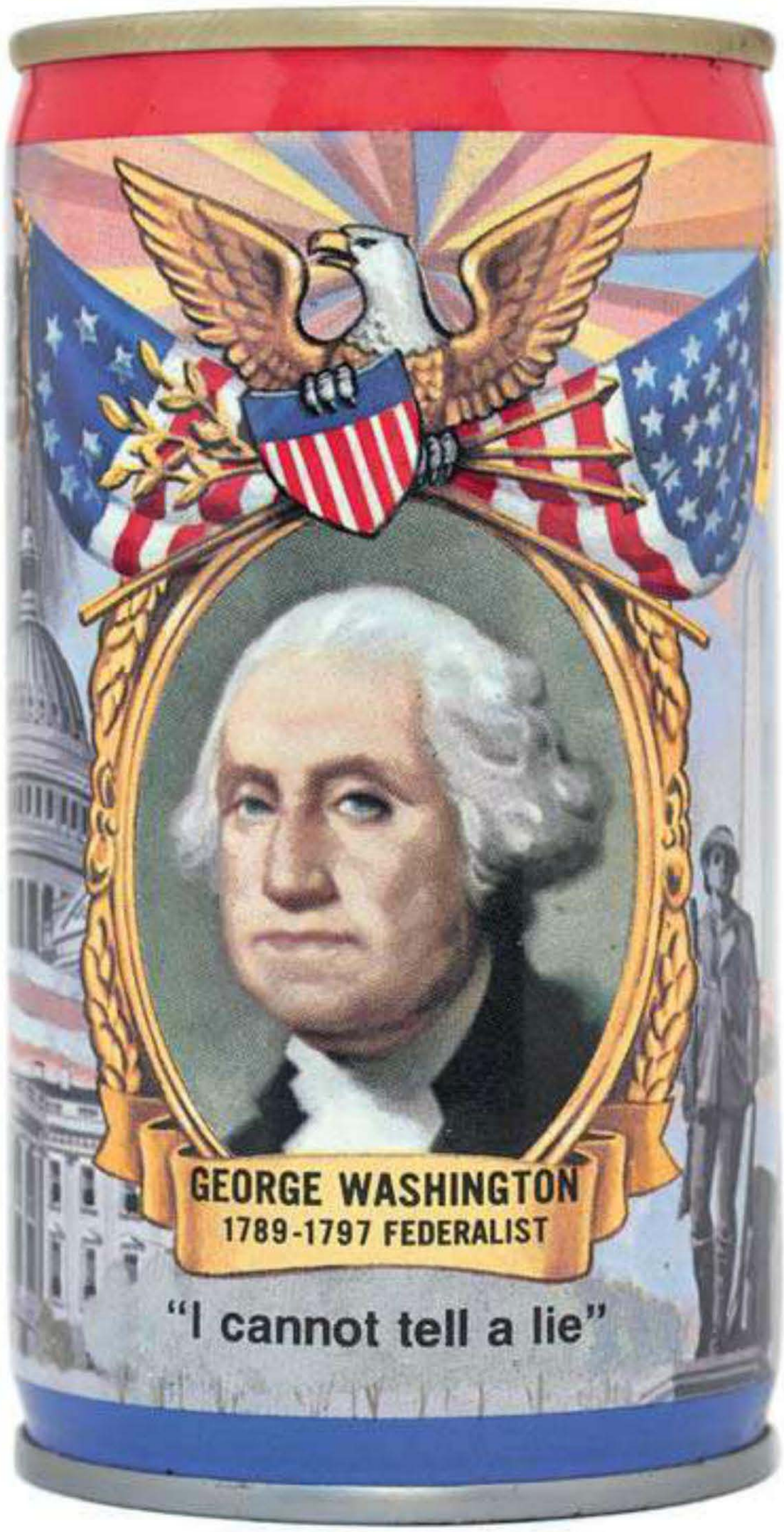
FALSTAFF

FALSTAFF®

BEER

The Choicest Product of the Brewers' Art

BREWED AND FILLED BY FALSTAFF BREWING CORP., ST. LOUIS, MO.
PLANTS AT OMAHA-ST. LOUIS-NEW ORLEANS



Falstaff Brewing Co.
Cranston, RI | 1970s/1980s

Falstaff Brewing Co.
Cranston, RI | 1970s/1980s

FEHR'S
THE BEER
X
L
COPYRIGHT '935 BY F F B CO. INC.
FRANK FEHR

Fehr's XL

Short for "Excellent Lager," Fehr's XL was the flagship brand for the Louisville-based company. In the 1880s, the beer received gold medals at Louisville's Southern Exposition.

By 1901, the Frank Fehr Brewing Company was the largest brewery in Louisville. Fehr's was the only brewery of the Central Consumer's Company to reopen after Prohibition, but it was later sold to Schoenling in the late 1960s.

Frank Fehr Brewing Co., Inc.
Louisville, KY | 1940s/1950s

Frank Fehr Brewing Co., Inc.
Louisville, KY | 1940s/1950s

Feldschlösschen Brewery
Rheinfelden, Switzerland | 1970s

Genesee Brewing Co., Inc.
San Francisco, CA | 1970s/1980s

Fitger Brewing Co.
Duluth, MN | 1930s/1940s

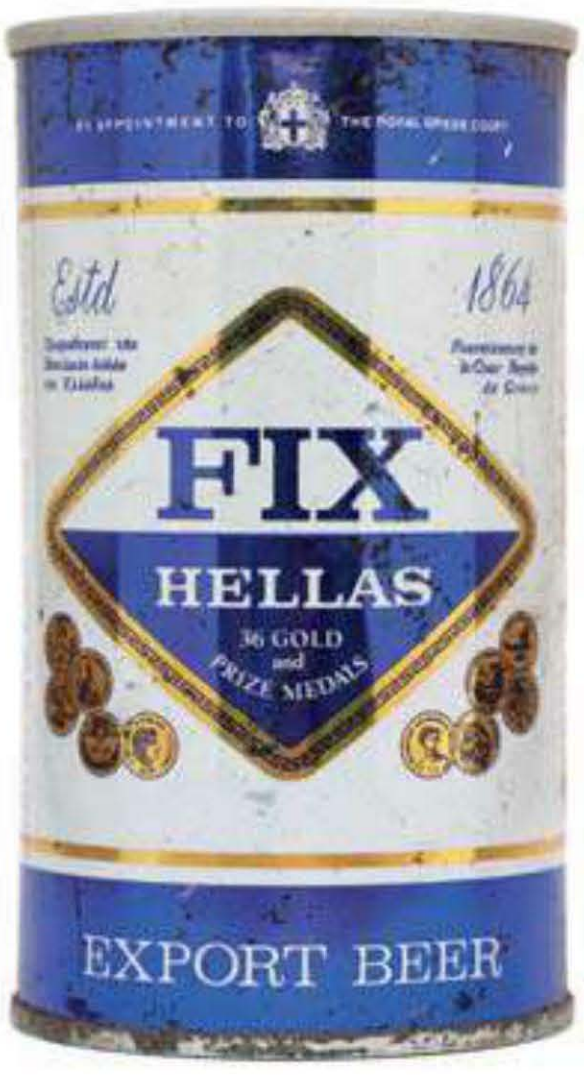
TIGER

STRONG

DRIVE

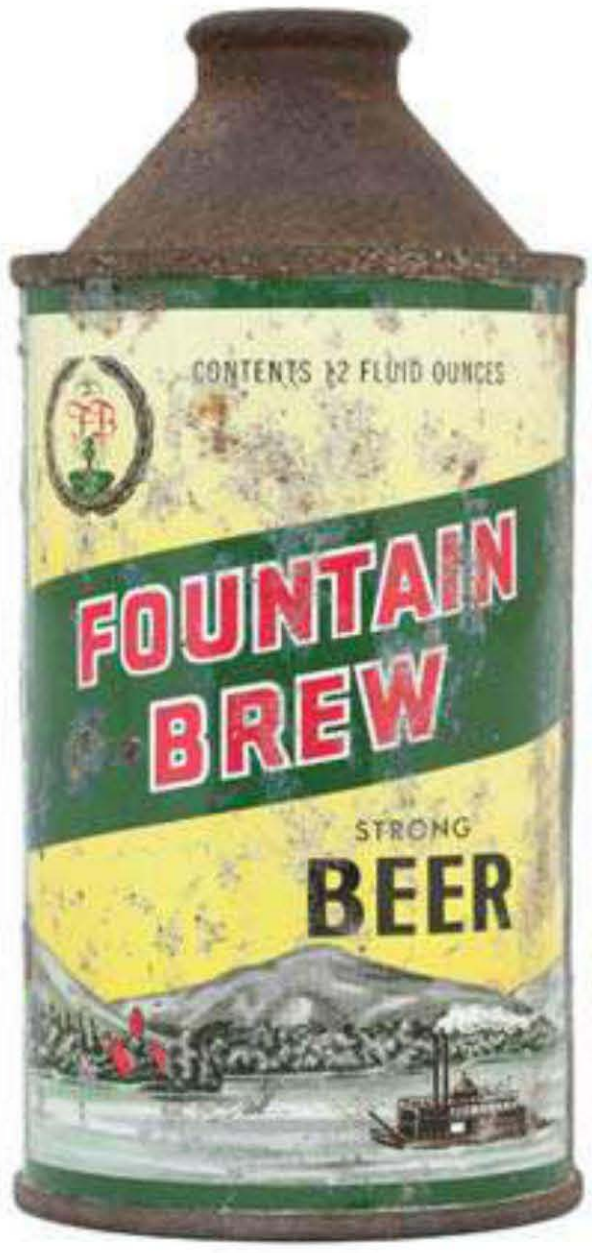
Fitzgerald Bros. Brewing Co.
Troy, NY | 1940s/1950s

Fitzgerald Bros. Brewing Co.
Troy, NY | 1940s/1950s

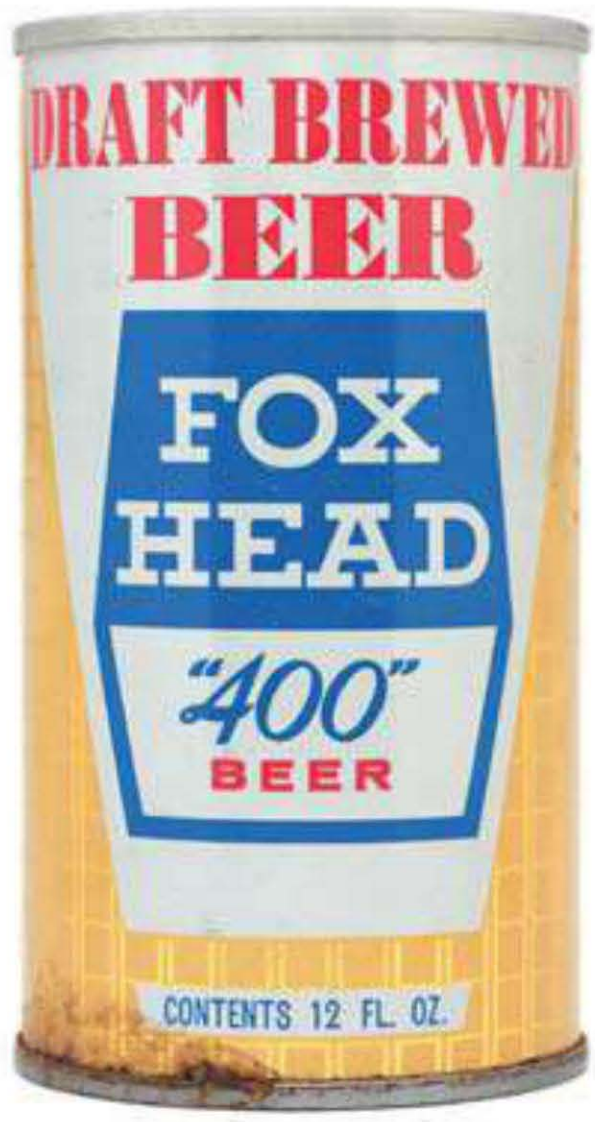


Hellenic Breweries
Athens, Greece | 1970s

Fort Schuyler Brewing Co.
Utica, NY | 1970s/1980s



Fountain Brewing Co.
Fountain City, WI | 1940s/1950s

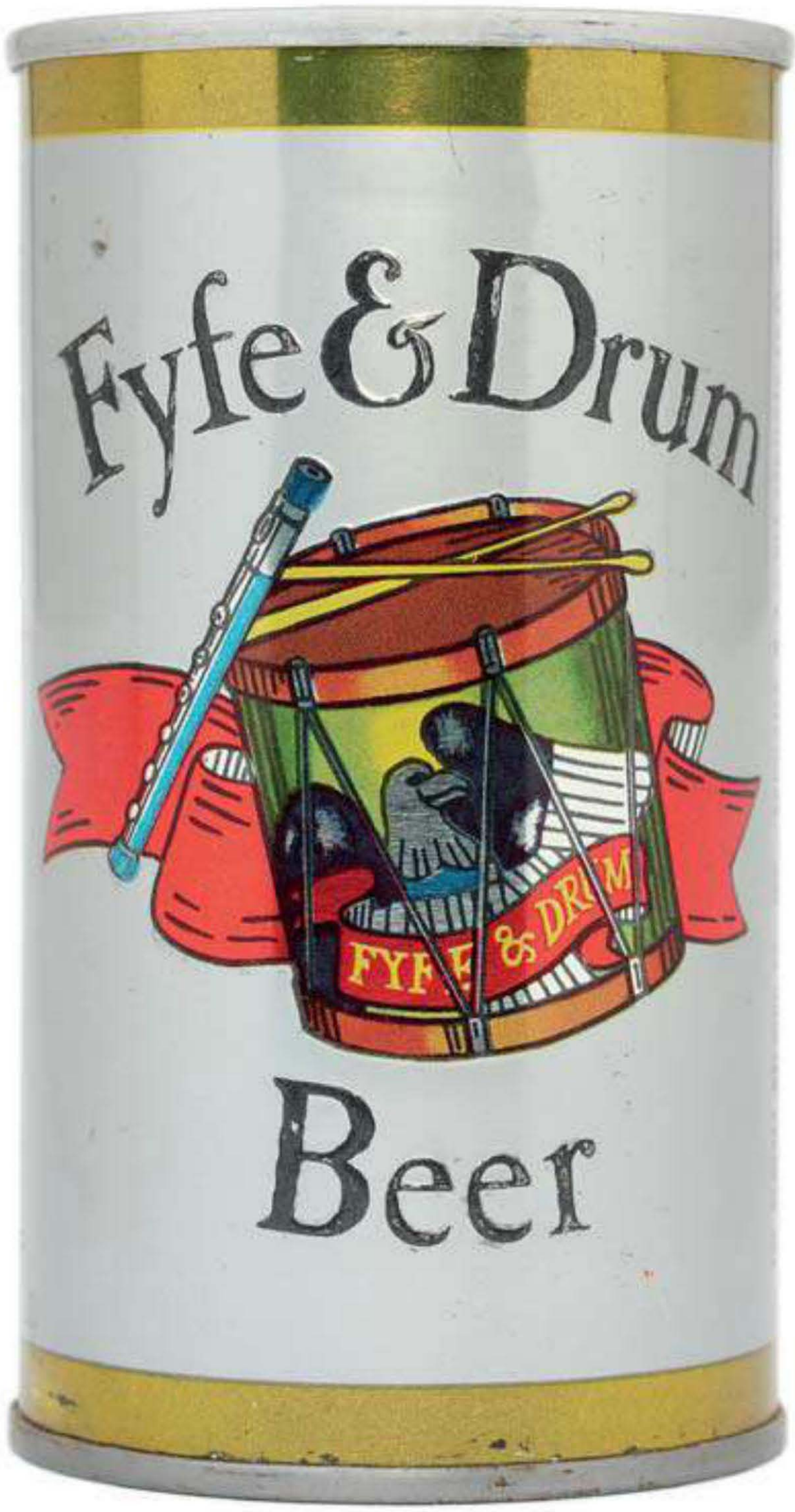


Heilman Brewing Co.
La Crosse, WI | 1960s

Frankenmuth Brewing Co.
Frankenmuth, MI | 1940s

Frankenmuth Brewing Co.
Frankenmuth, MI | 1950s

Frydenlunds Brewery
Oslo, Norway | 1970s



The Genesee Brewing Co.
Rochester, NY | 1970s/1980s

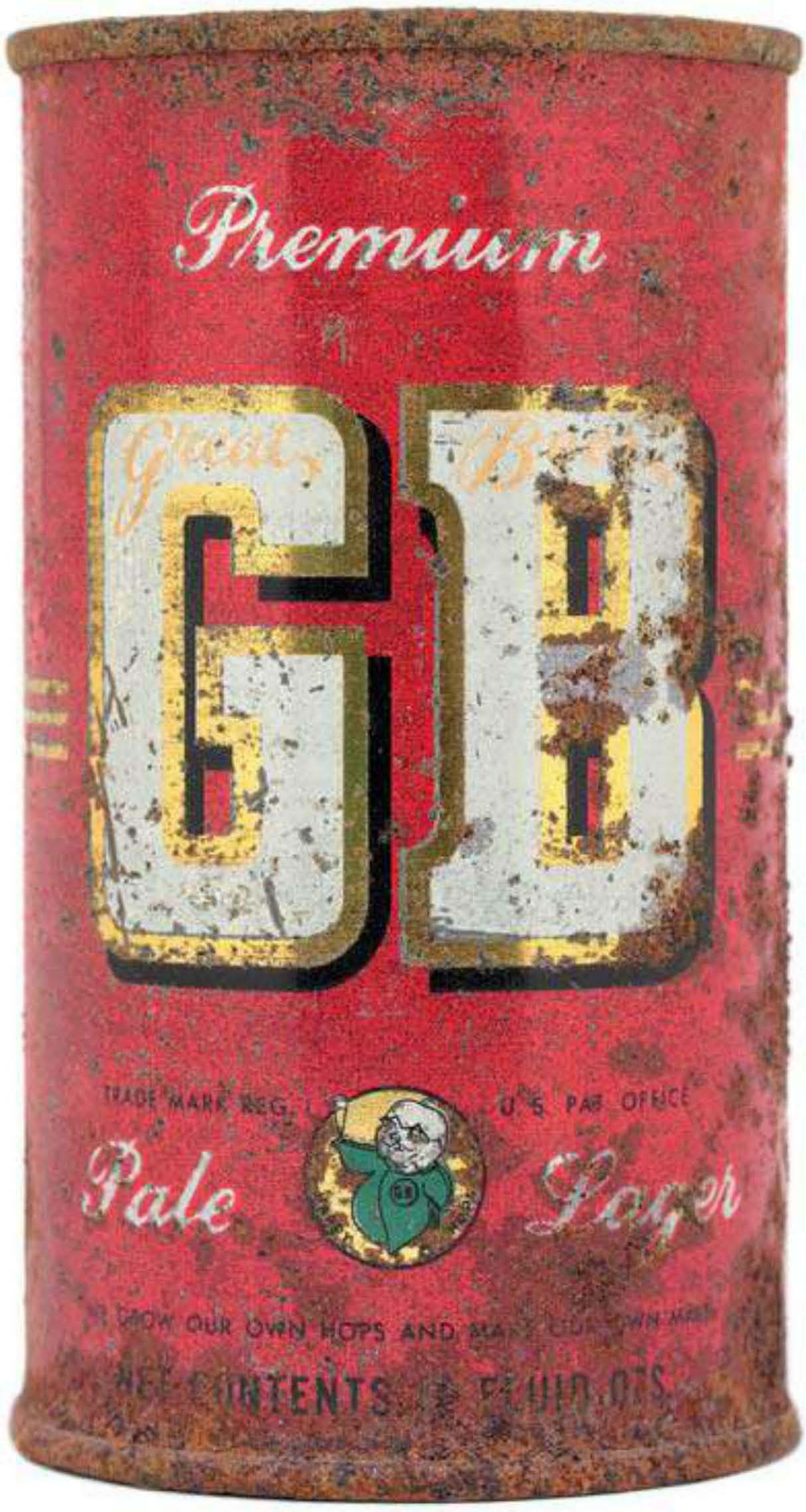
ABLING

BEER

Gablinger's

Named after Swiss chemist Hersch Gablinger, Gablinger's beer was the world's first light beer. Poor marketing as a "diet beer" led to a steep decline in sales, eventually leading to the failure of the company. The recipe was eventually acquired by Miller Brewing, where it is now sold as Miller Lite.

Forrest Brewing Co.
New Bedford, MA | 1970s



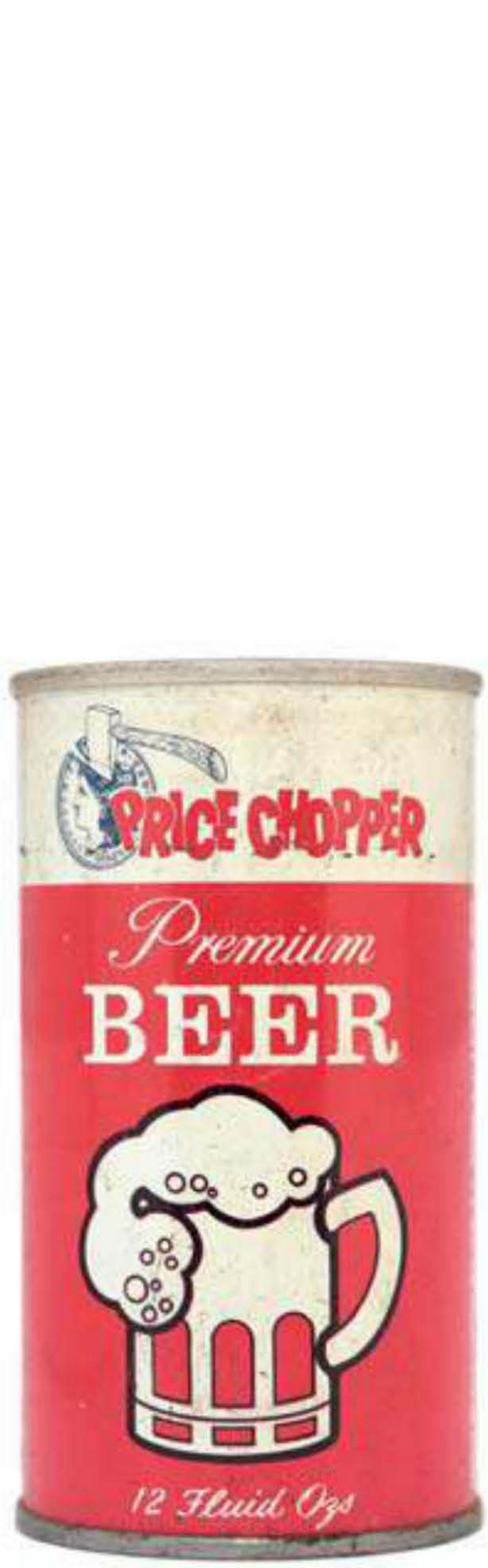
Grace Bros. Brewing Co.
Santa Rosa, CA | 1930s

Grace Bros. Brewing Co.
Santa Rosa, CA | 1940s/1950s

BEER

Generic

Many generic beers were produced for stores around the country as cheaper alternatives to brand-name beer.

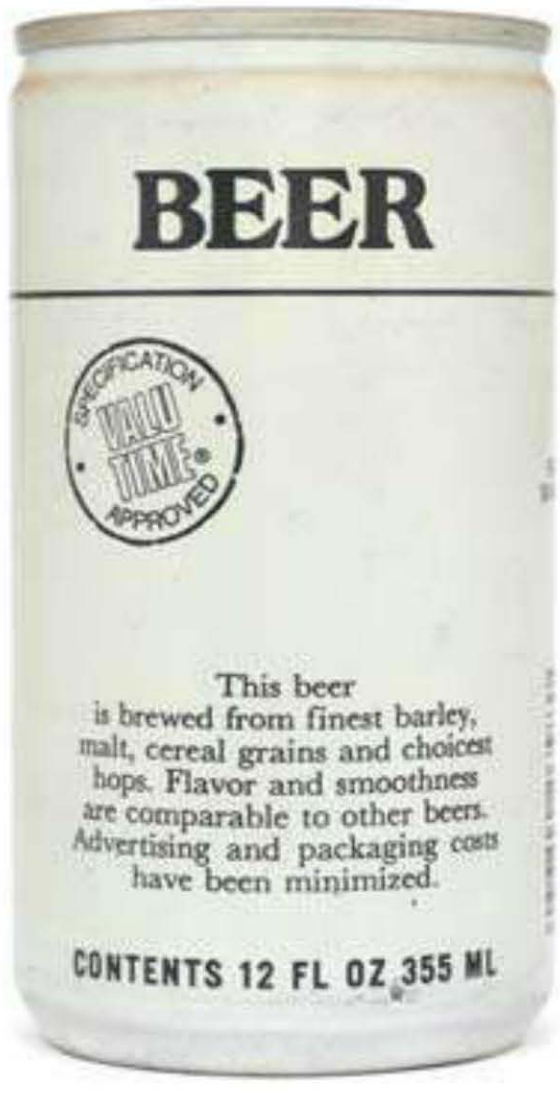


Forrest Brewing Co.
New York, NY | 1970s

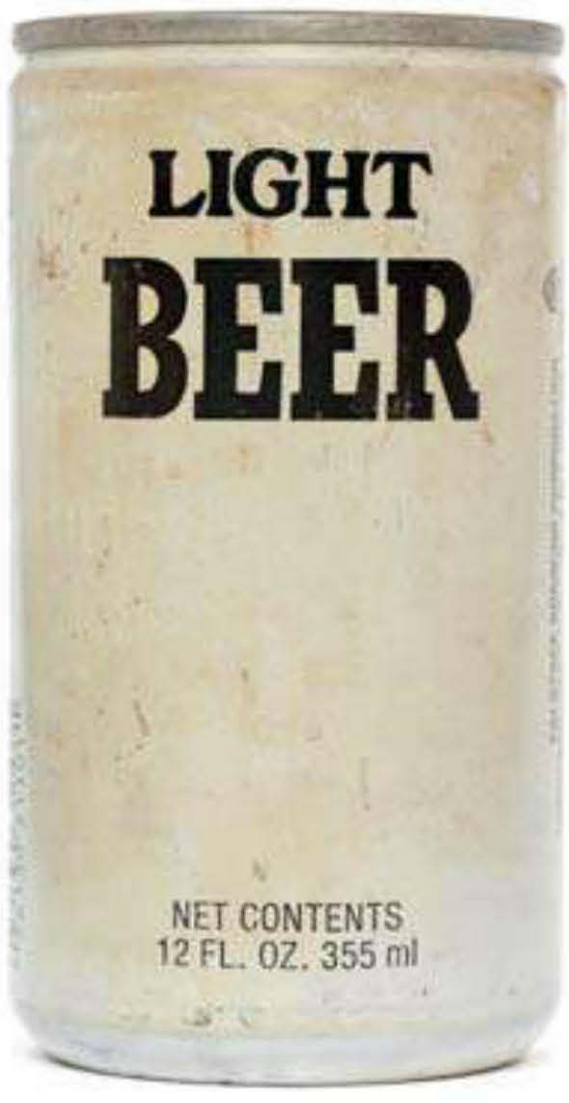
Old Dutch Brewing Co.
Allentown, PA | 1970s

James Hanley Co.
New Orleans, LA | 1970s/1980s

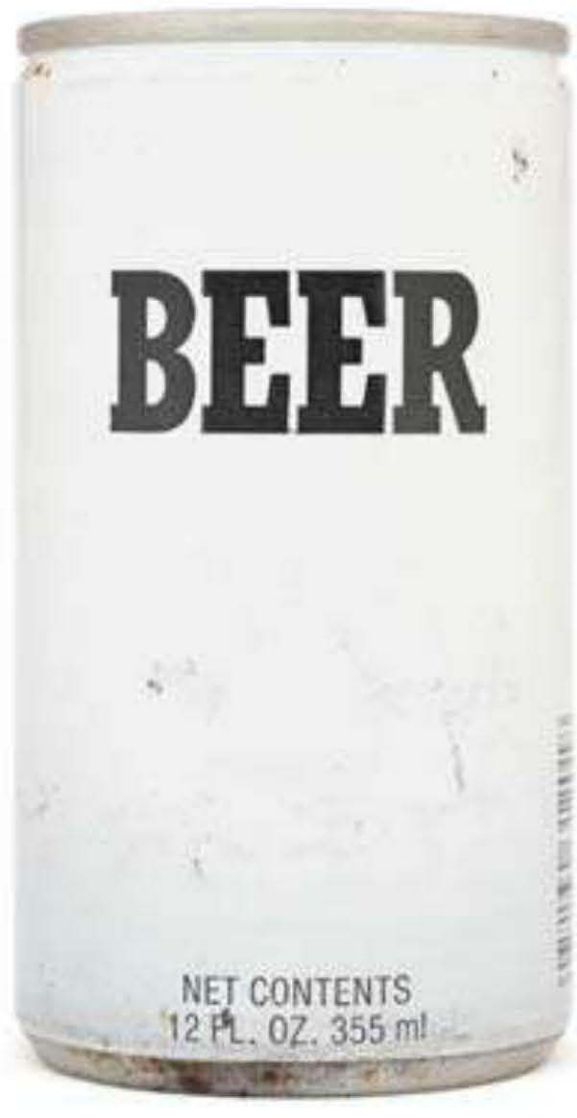
Du Bois Brewing Co.
Pittsburgh, PA | 1980s



Pearl Brewing Co.
San Antonio, TX | 1980s



Falstaff Brewing Co.
Cranston, RI | 1980s



Falstaff Brewing Co.
Cranston, RI | 1980s

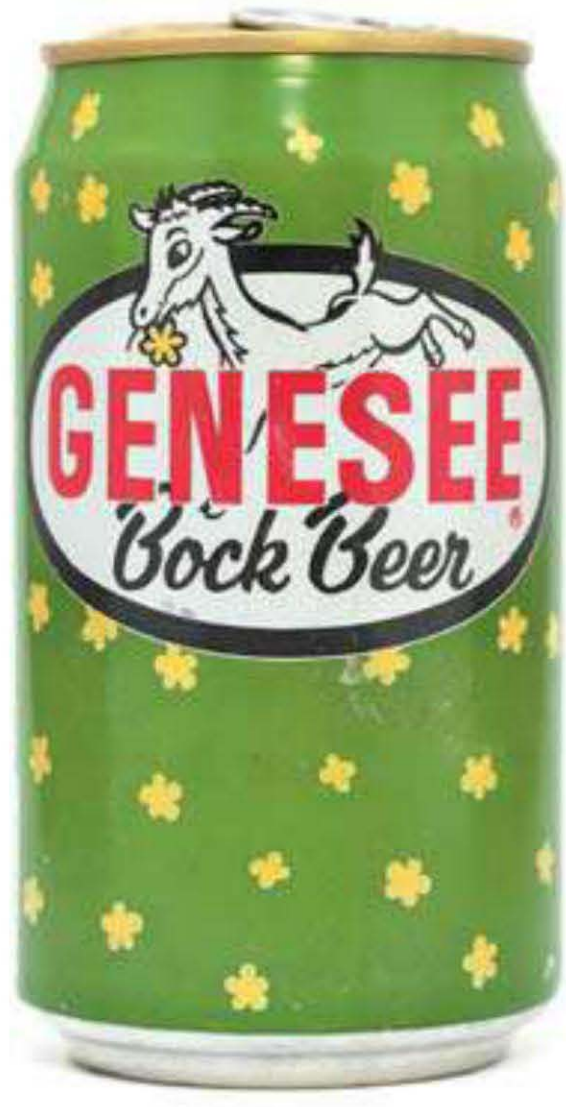
Pocono Brewing Co.
Wilkes-Barre, PA | 1980s

Falstaff Brewing Co.
Fort Wayne, IN | 1980s

GENESEE®

Bock Beer

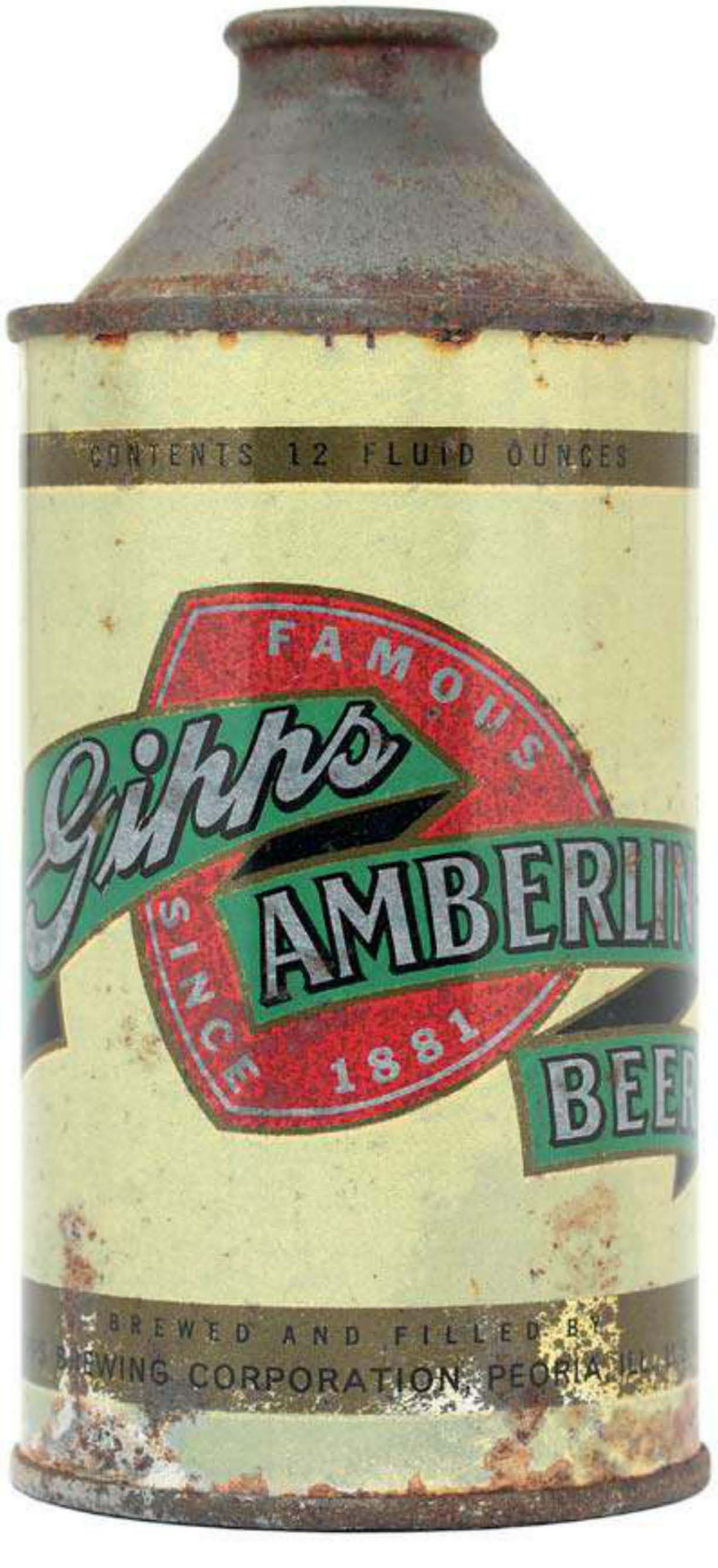
Genesee Brewing Co.
Rochester, NY | 1970s/1980s



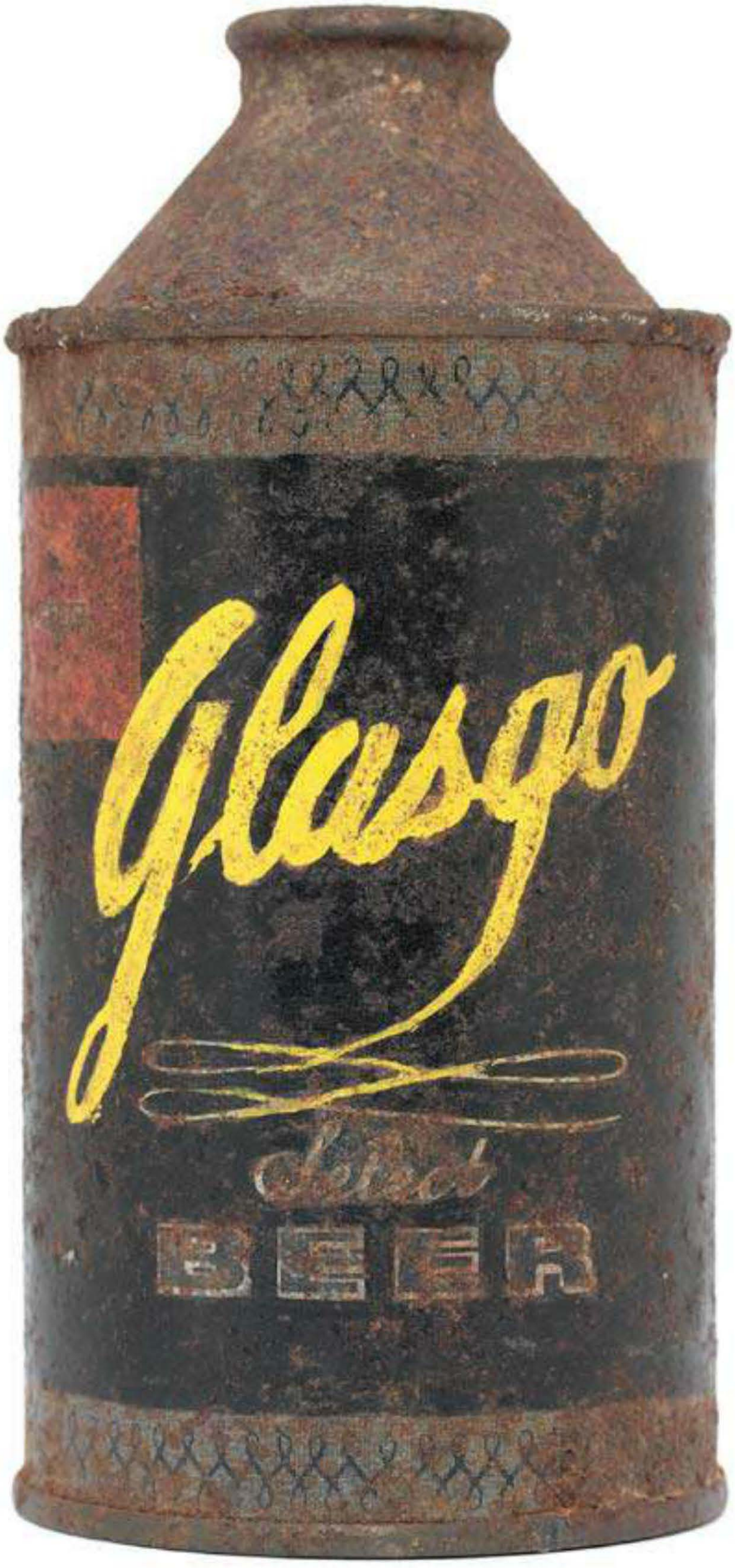
Genesee Brewing Co., Inc.
Rochester, NY | 1980s/1990s

A. Gettelman Brewing Co.
Milwaukee, WI | 1940s/1950s

The Lion Brewery, Inc.
Wilkes-Barre, PA | 1930s/1940s



Gipps Brewing Co.
Peoria, IL | 1950s

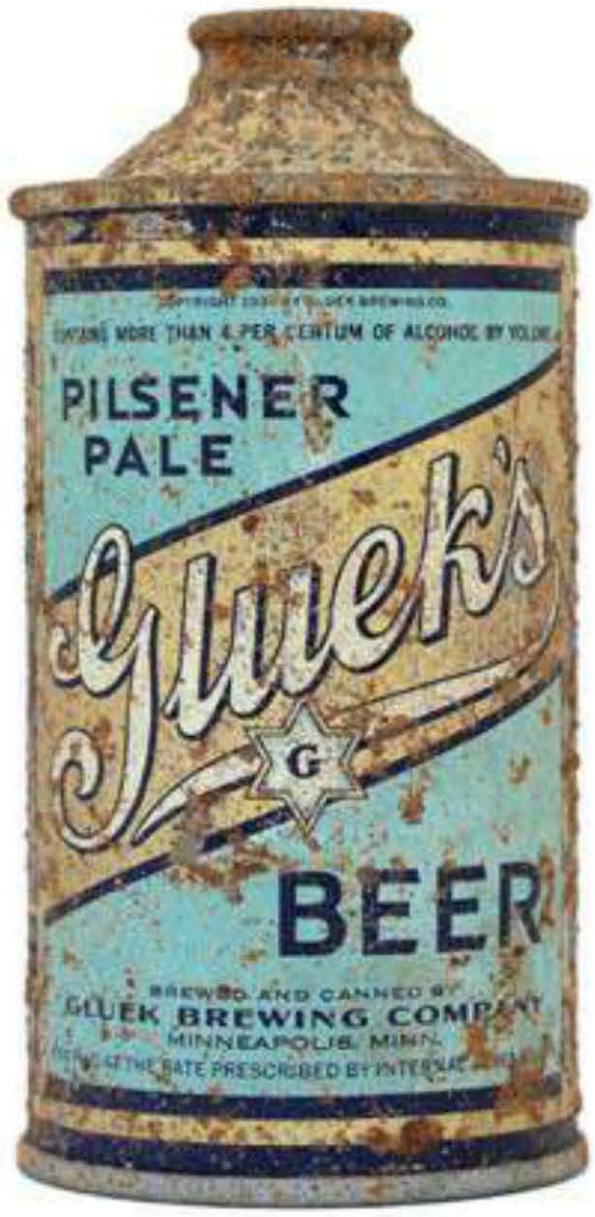


The Glasgo Brewing Co., Inc.
Norfolk, VA | 1940s/1950s

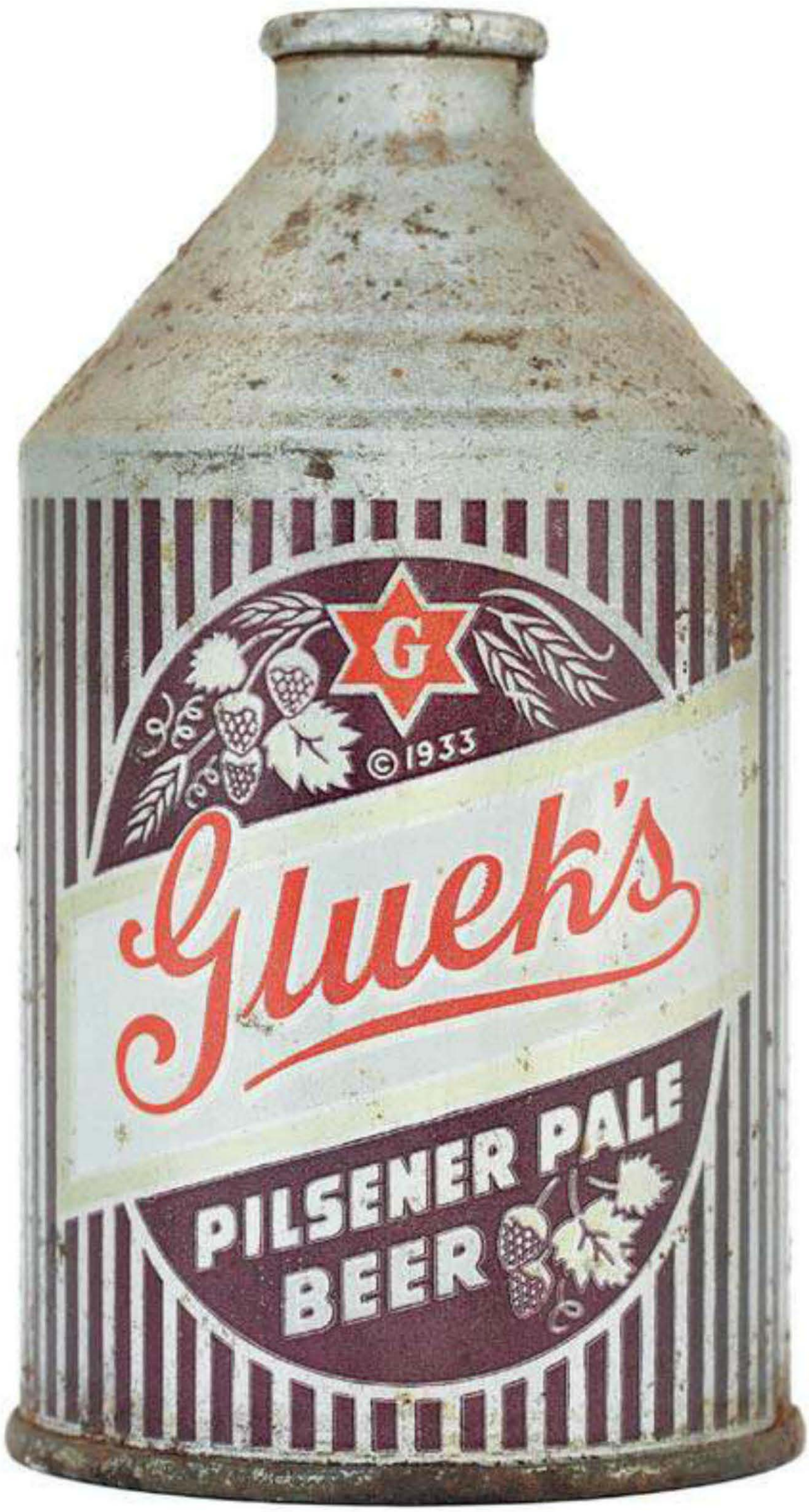
PILSENER
PALE
Cerveza
G
BE

Gluek's

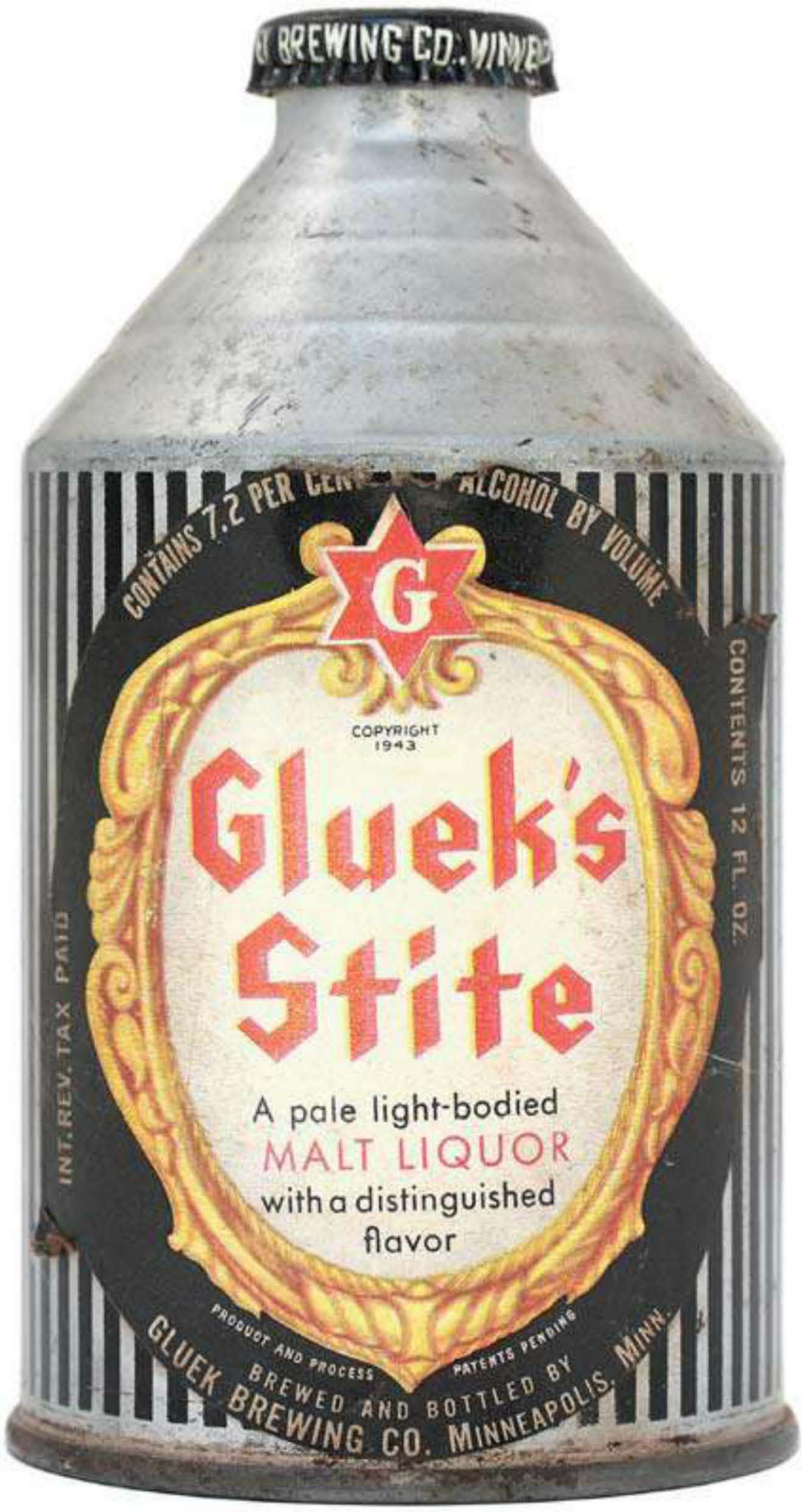
In 1857, German immigrant and former lumberjack Gottlieb Gluek founded the Mississippi Brewing Company in Minneapolis, Minnesota. The name of the brewery later changed to the Gluek Brewing Company after its founder. Before the advent of refrigeration, Gluek's beer was lagered in caves on Nicollet Island in the Mississippi River.



Gluek Brewing Co.
Minneapolis, MN | 1930s/1940s



Gluek Brewing Co.
Minneapolis, MN | 1940s/1950s

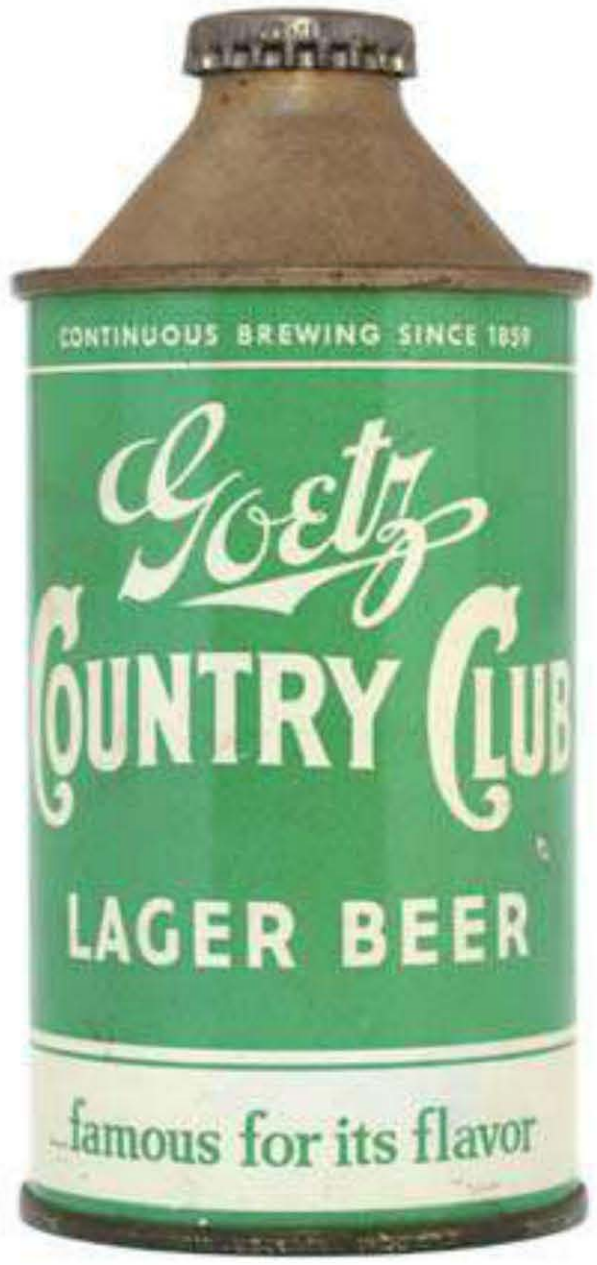


Gluek Brewing Co.
Minneapolis, MN | 1940s/1950s

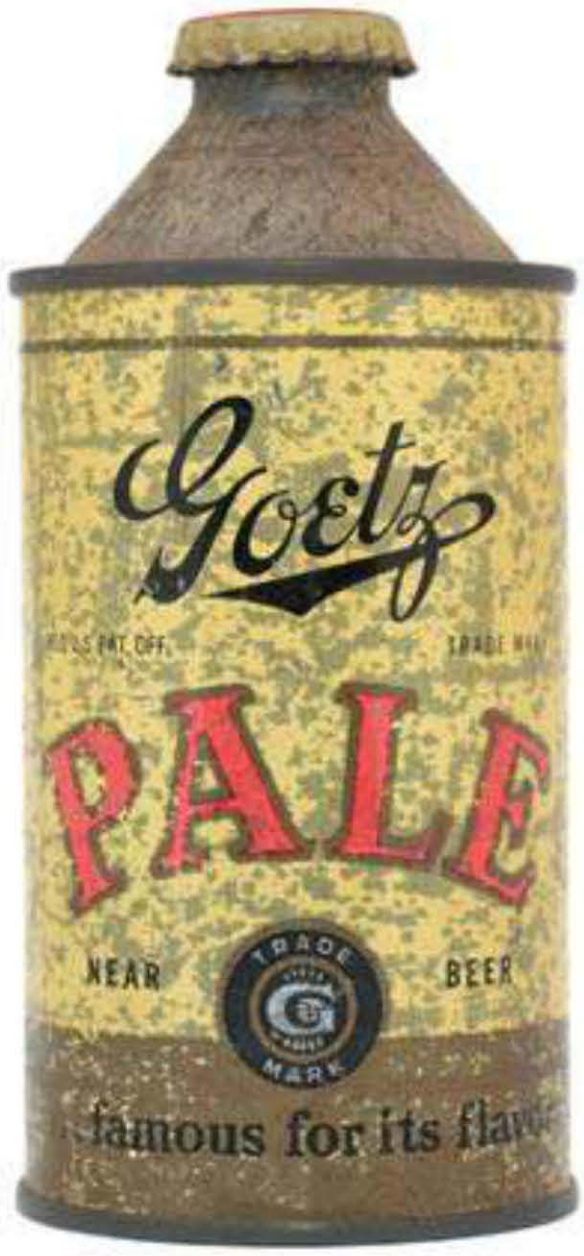
Gluek Brewing Co.
Minneapolis, MN | 1950s

Goebel Brewing Co.
Oakland, CA | 1940s

Goebel Brewing Co.
Detroit, MI | 1940s/1950s

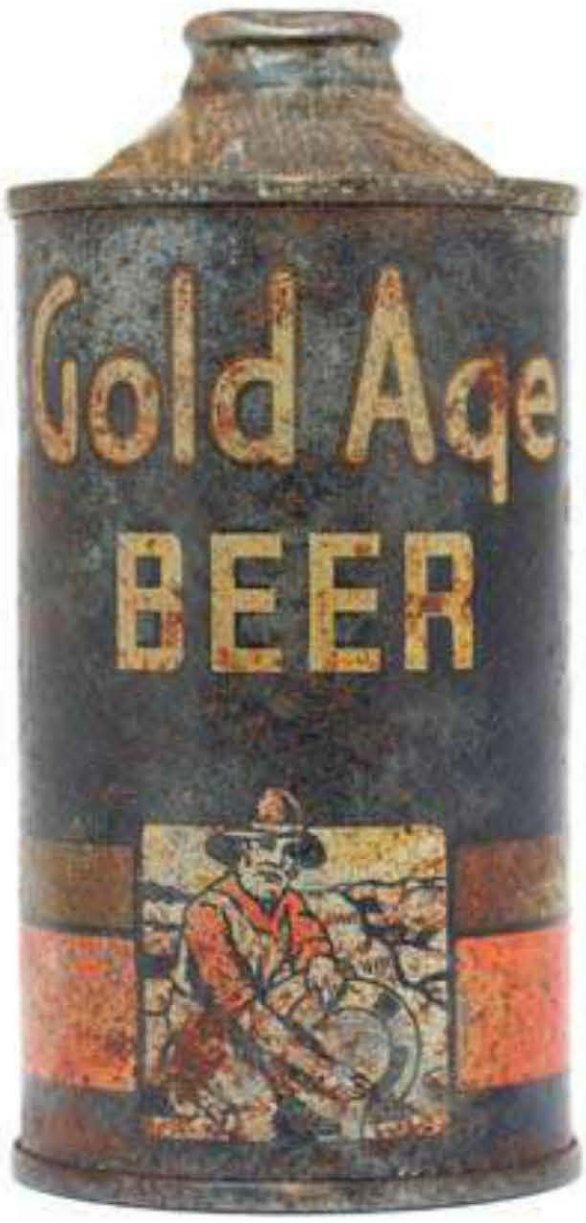


M. K. Goetz Brewing Co.
St. Joseph, MO | 1940s/1950s



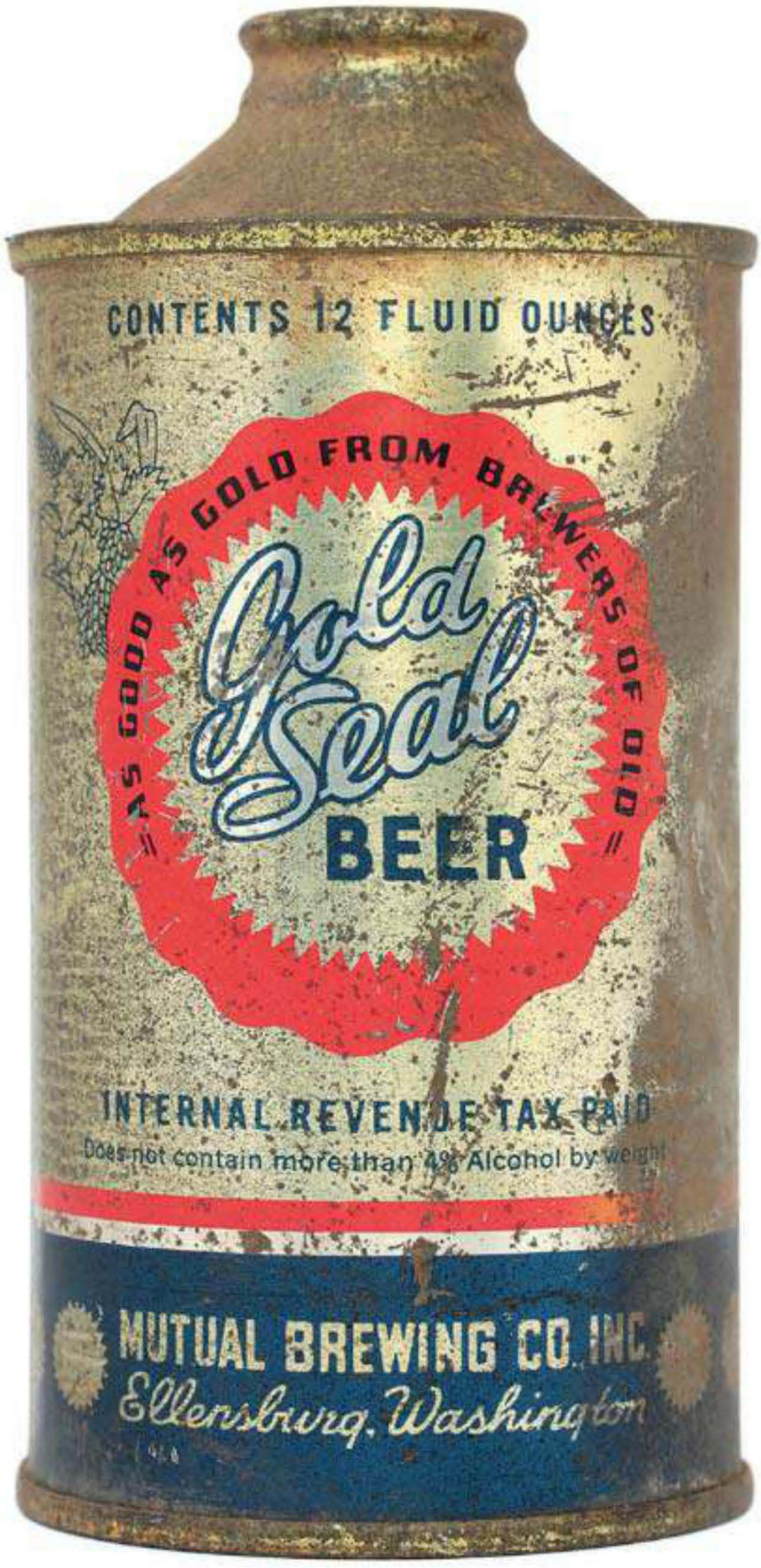
M. K. Goetz Brewing Co.
St. Joseph, MO | 1940s/1950s

Pearl Brewing Co.
San Antonio, TX | 1980s



El Rey Brewing Co.
San Francisco, CA | 1930s

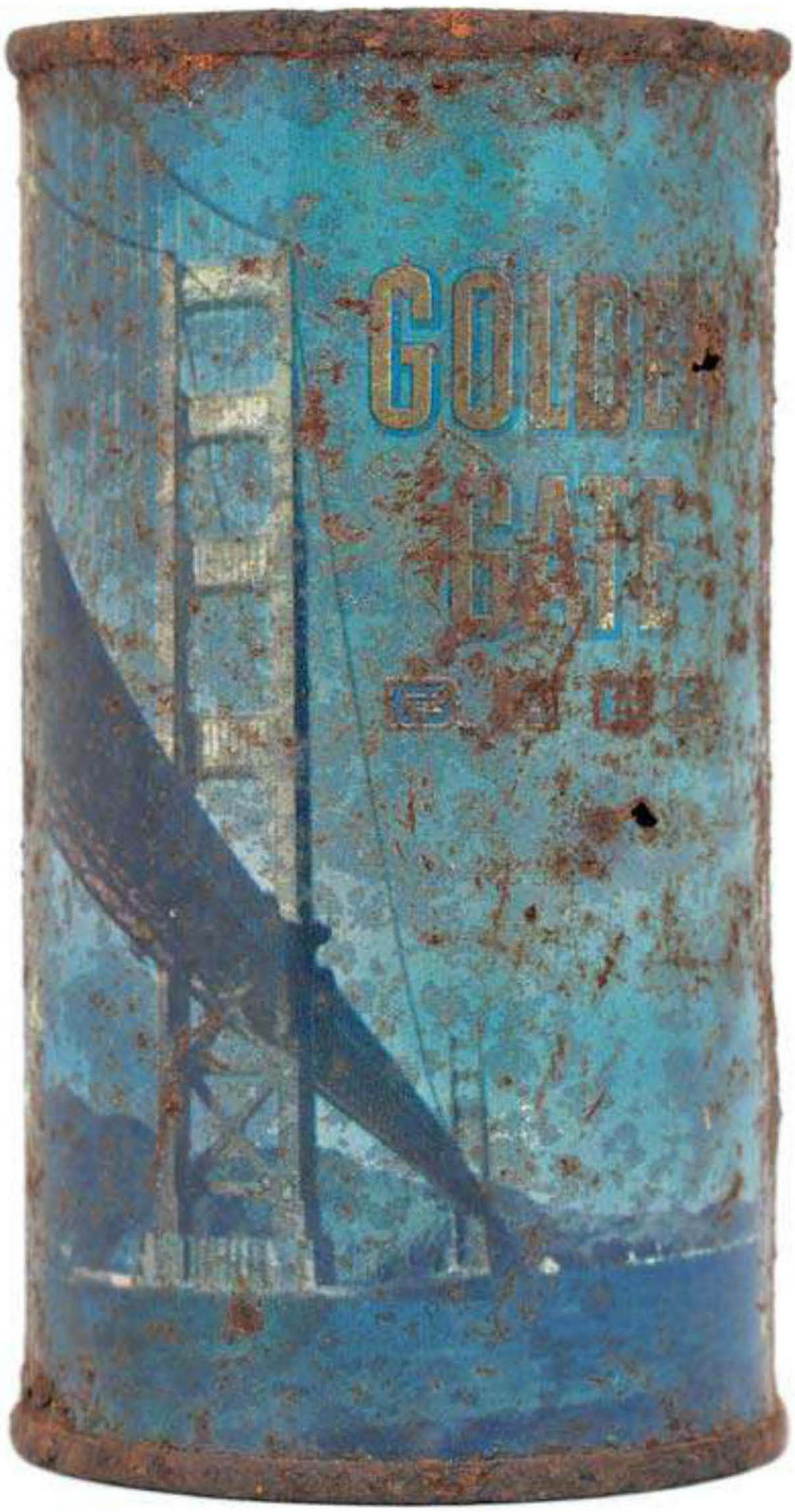
Grace Bros. Brewing Co.
Santa Rosa, CA | 1940s



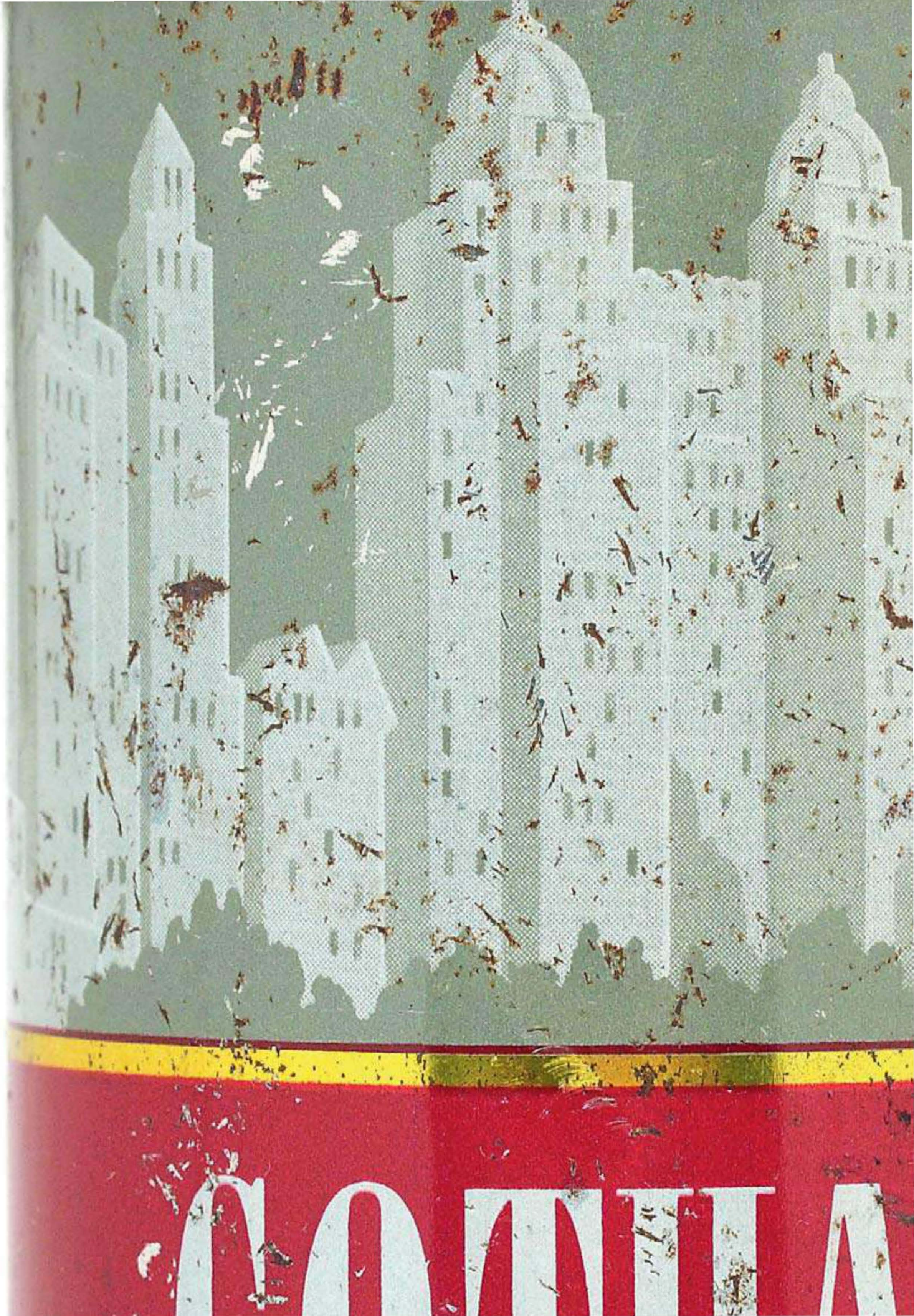
The Mutual Brewing Co., Inc.
Ellensburg, WA | 1940s

Golden Age Breweries
Spokane, WA | 1930s/1940s

Grace Bros. Brewing Co.
Santa Rosa, CA | 1950s



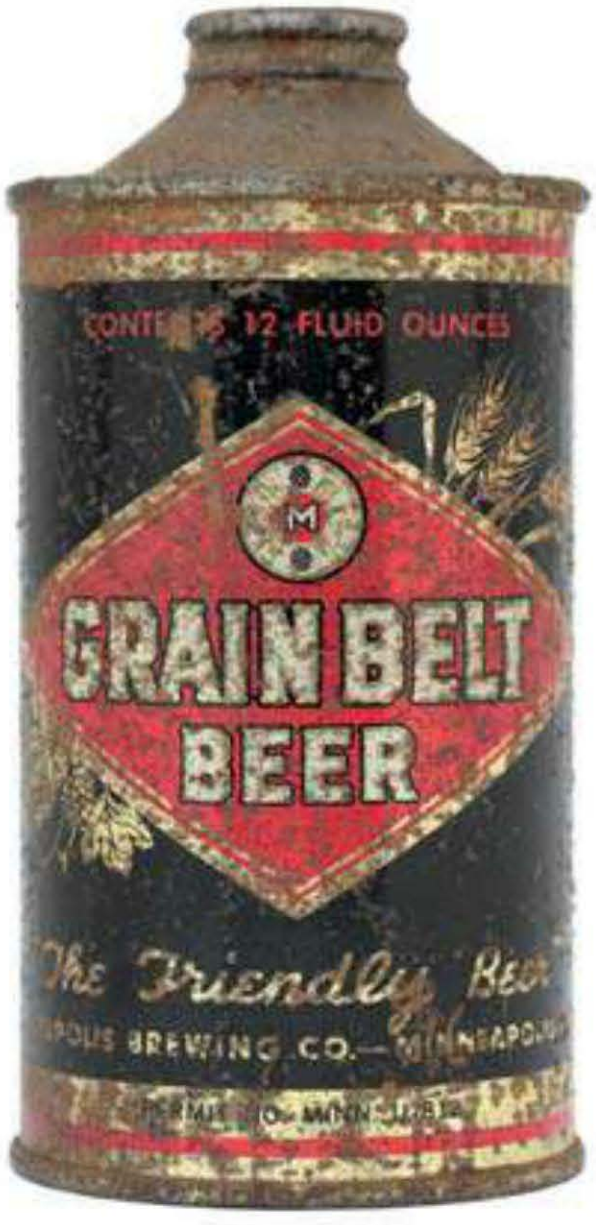
Maier Brewing Co.
Los Angeles, CA | 1950s



Gotham Fine

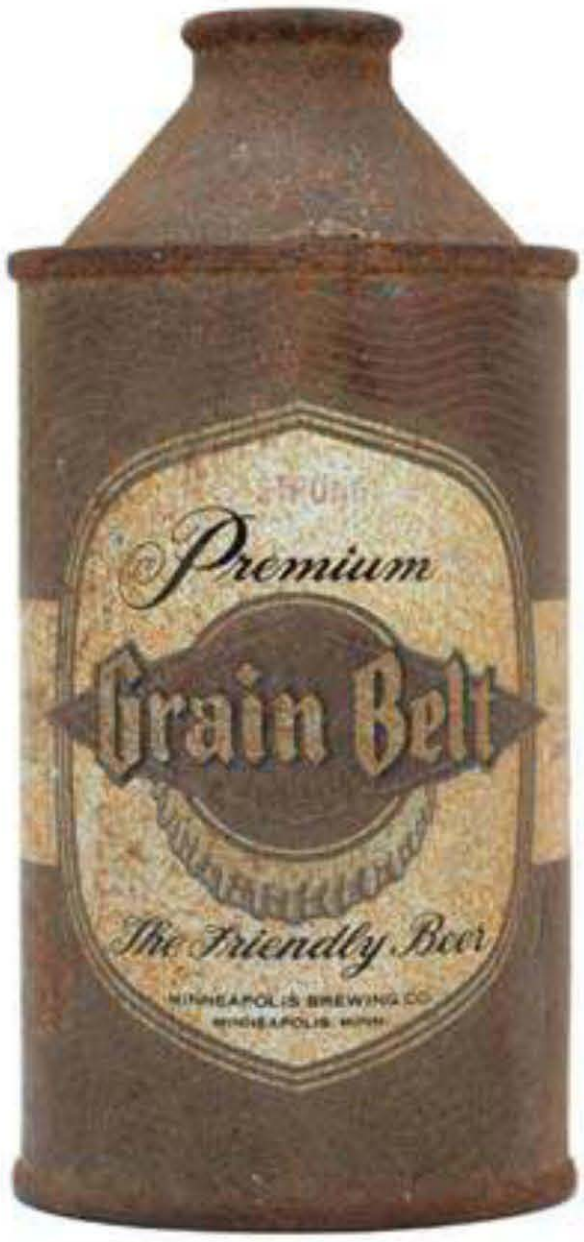
Formed from Delatron Brewing in 1946, the Cincinnati Brewing Company marketed this beer as "jetter controlled," claiming that their unique canning process made Gotham beer taste better than others.

Cincinnati Brewing Co.
Cincinnati, OH | 1940s/1950s

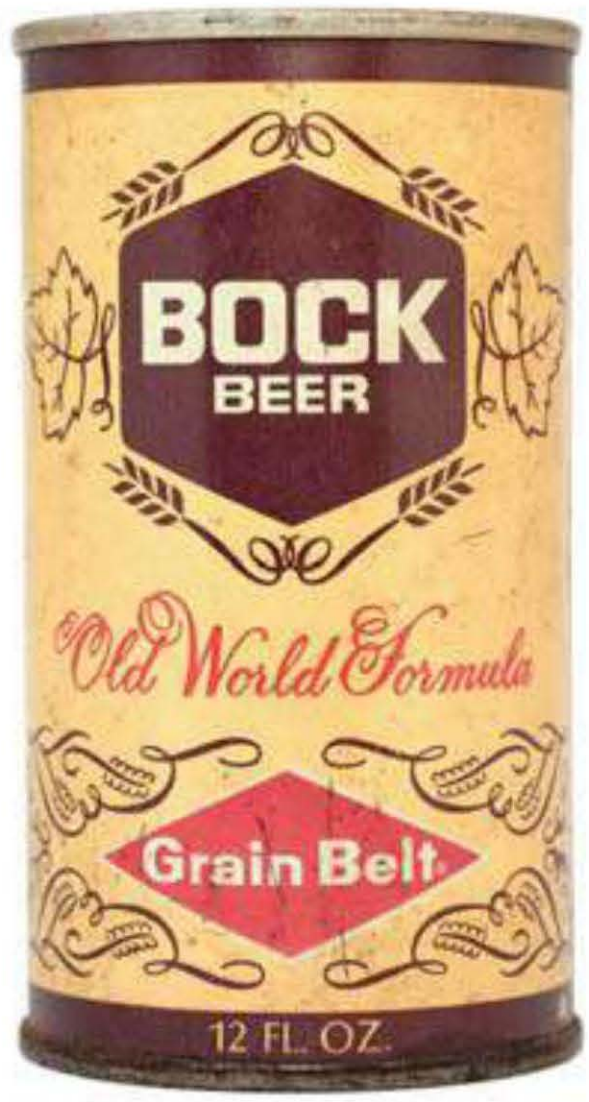


Minneapolis Brewing Co.
Minneapolis, MN | 1930s/1940s

Minneapolis Brewing Co.
Minneapolis, MN | 1940s/1950s



Minneapolis Brewing Co.
Minneapolis, MN | 1950s



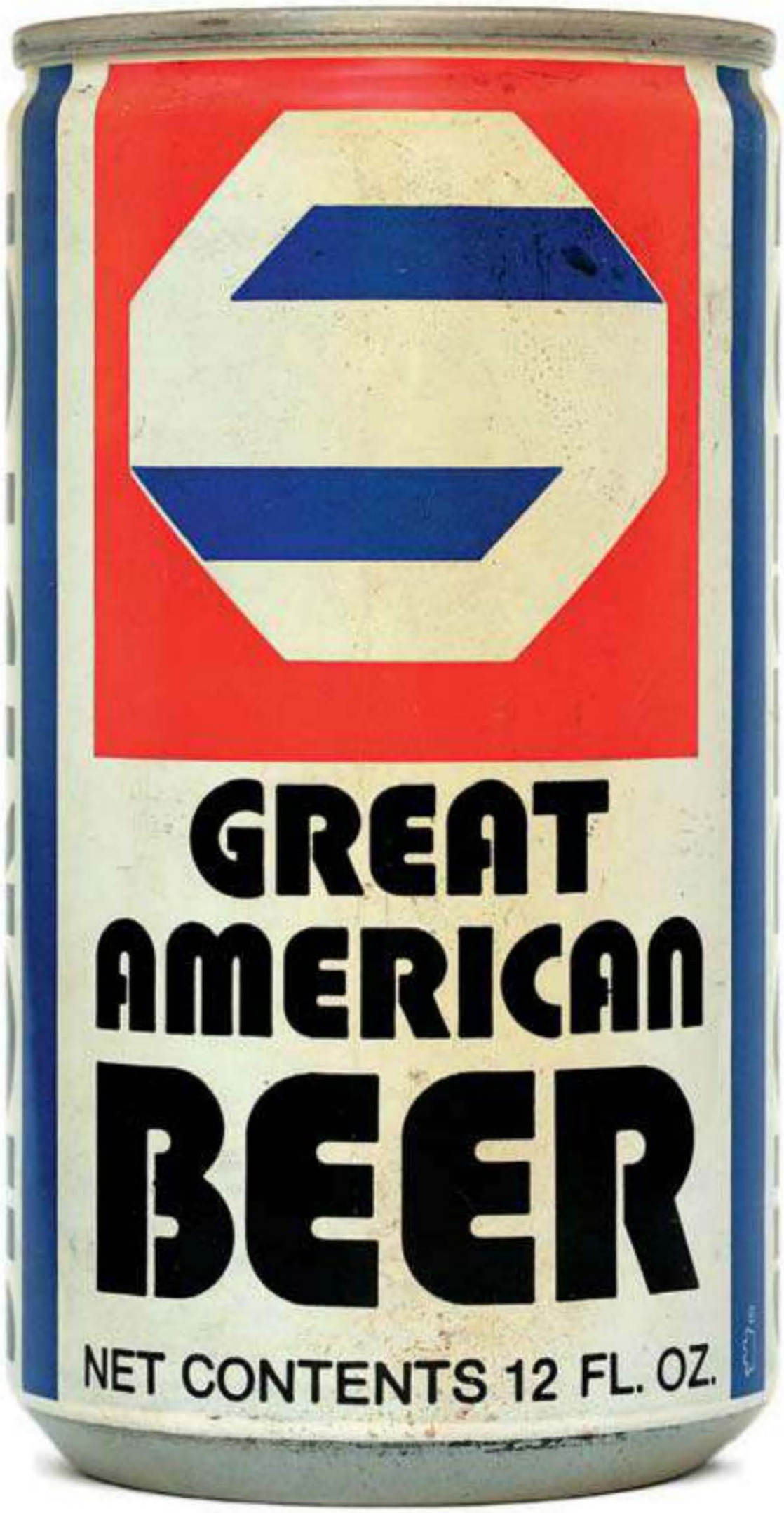
Grain Belt Breweries Inc.
Minneapolis, MN | 1970s

Premium

The Friendly Beer

MINNEAPOLIS BREWING CO.

MINNEAPOLIS. MINN.



General Brewing Co.
Vancouver, WA | 1980s

Great Falls Breweries Inc.
Great Falls, MT | 1950s

De Lange Gang

Stadhuis

DE MARKT

Post kantoor

Koningstraat

noerbeuk boom a° 1840

BEHOEDET VNS HEER VOER
BEWART DIT HVS VOR V
ANNO 162
(deurboog aan

Leeszaal

Museum

Noten-

Sluisstraat

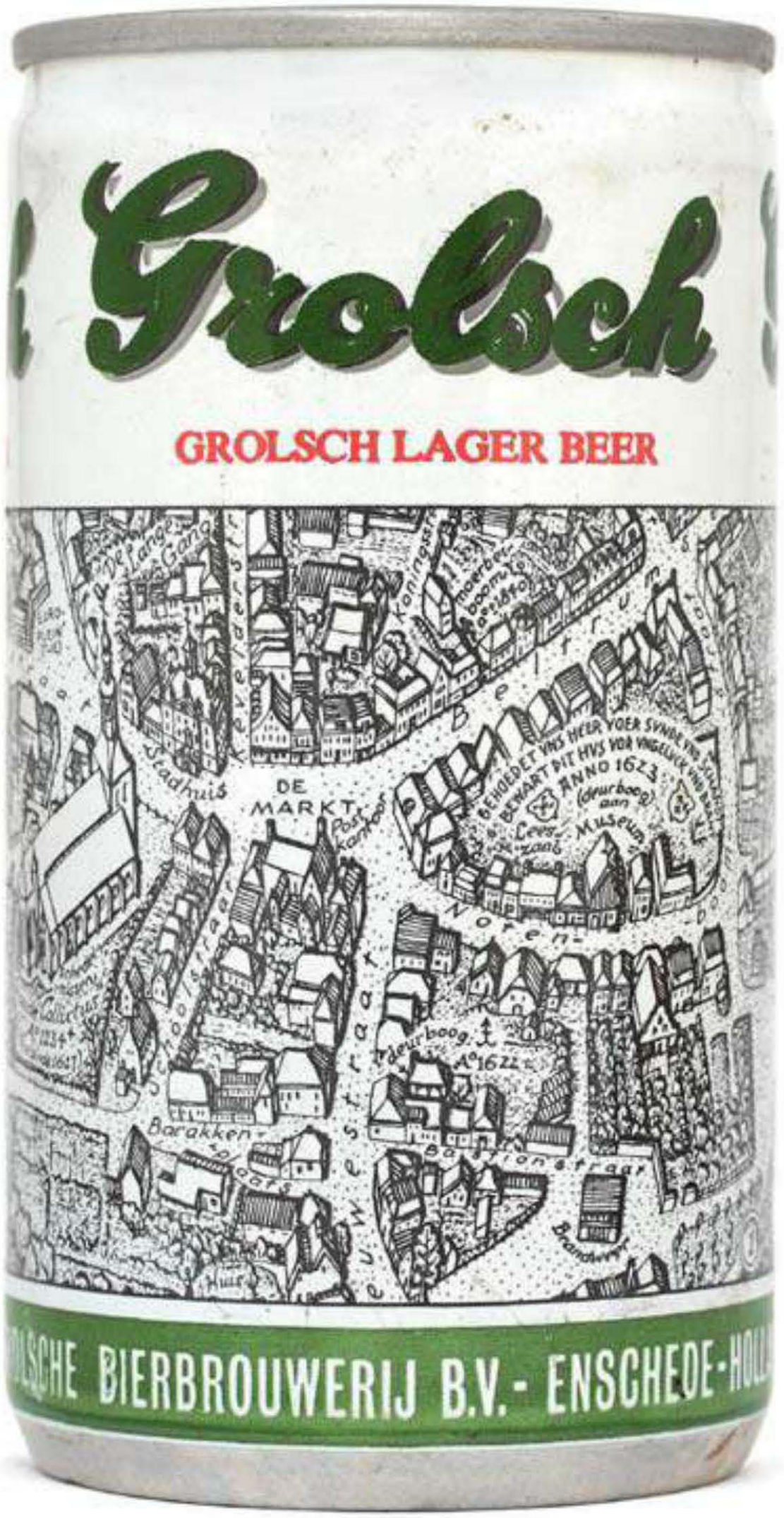
deurboog. A° 16 zz

Barakken-

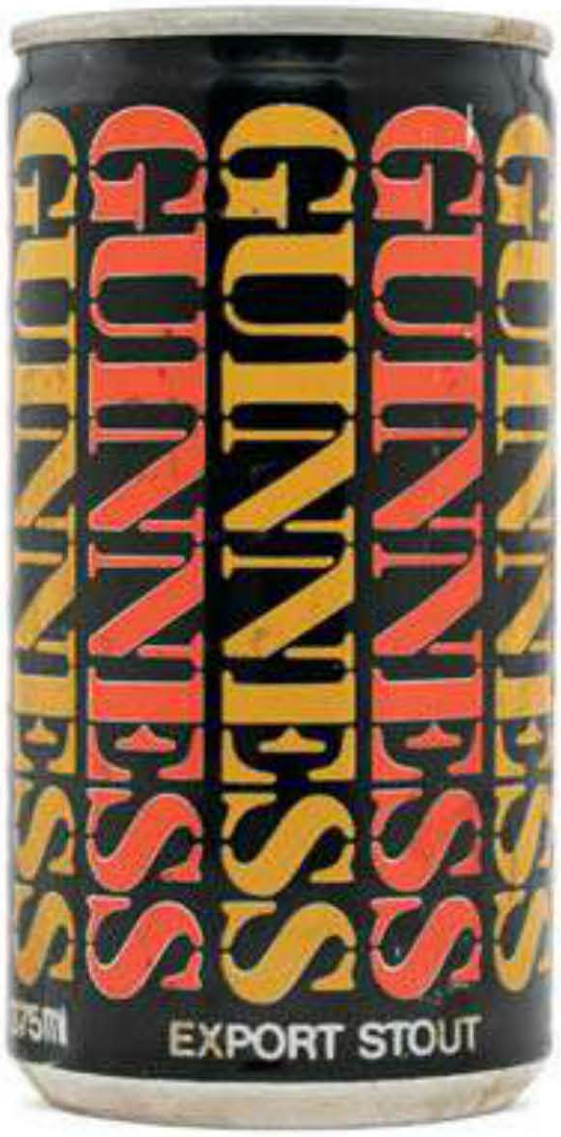
Weststraat

Bastionstraat

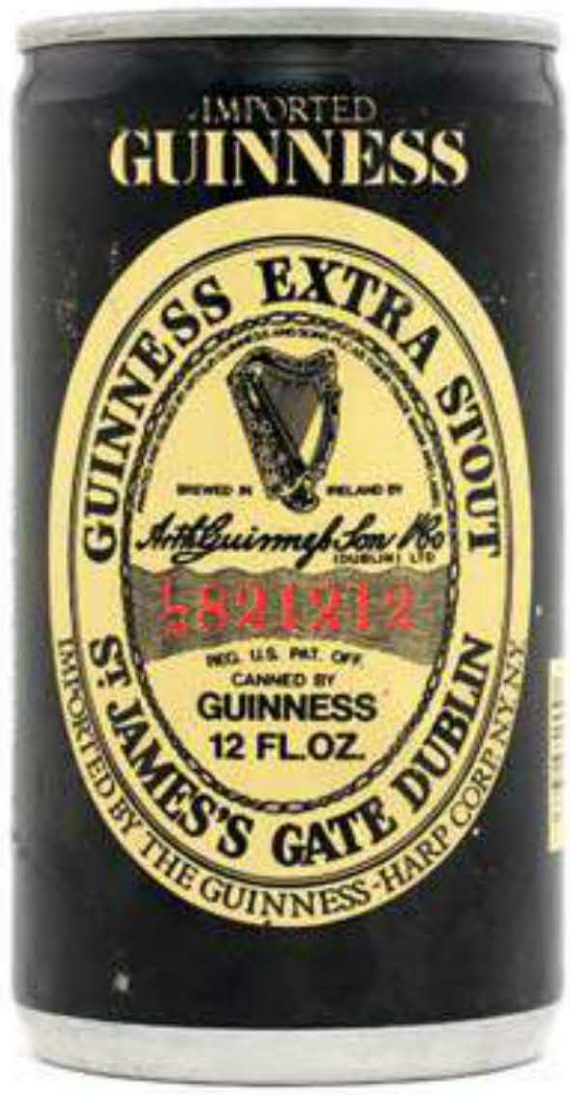
Brandweer



Grolsch Brewery
Enschede, The Netherlands | 1980s



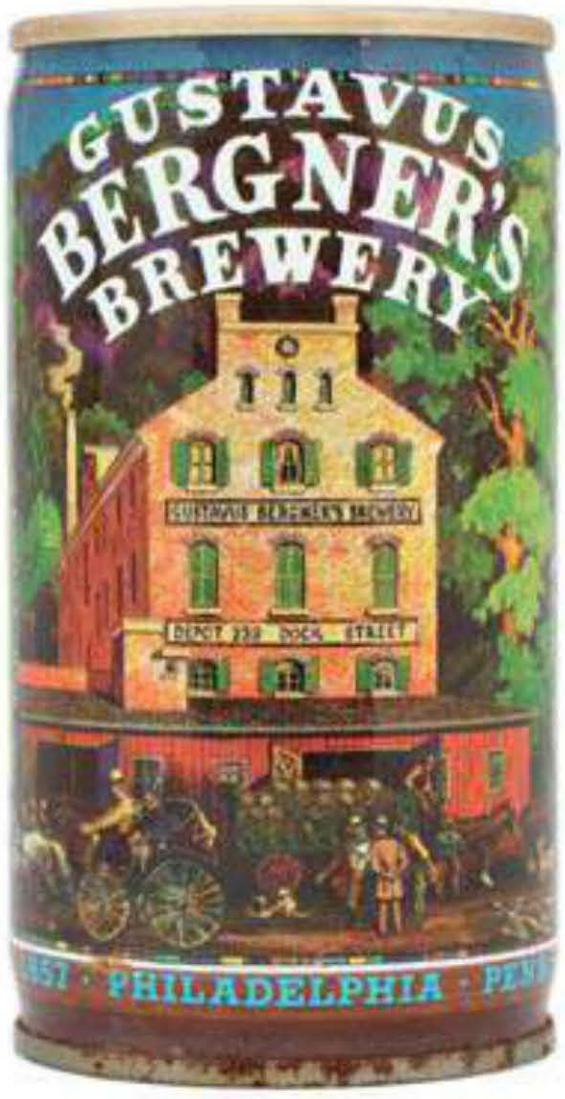
Toohey's Ltd.
Sydney, Australia | 1990s



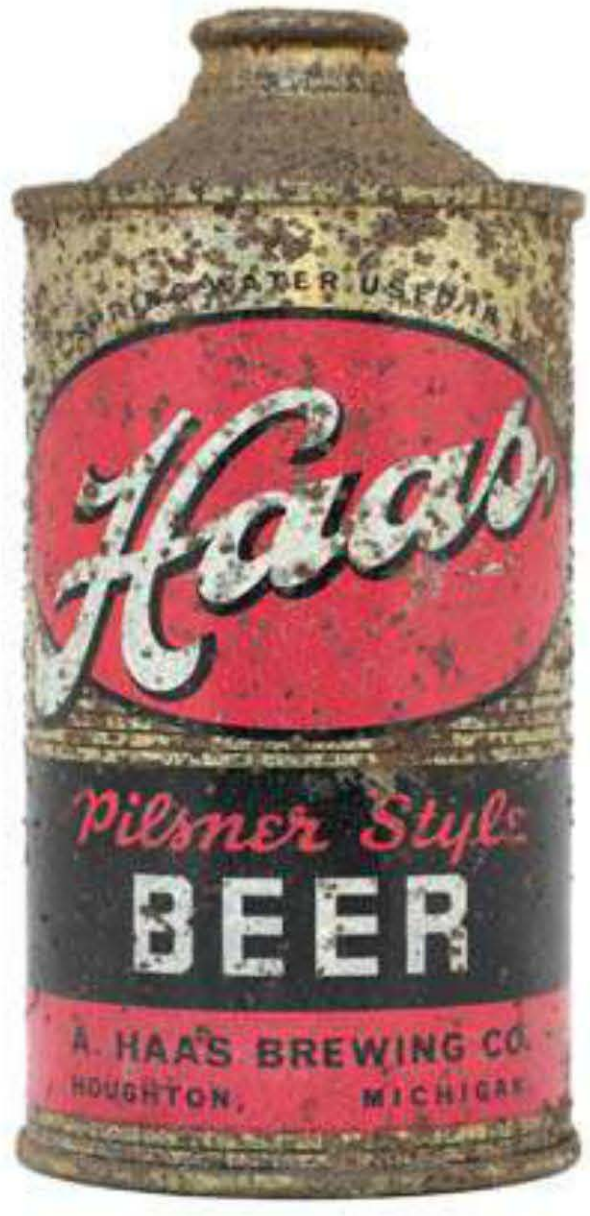
Arthur Guinness & Son
Dublin, Ireland | 1990s

Gunther Brewing Co.
Baltimore, MD | 1950s

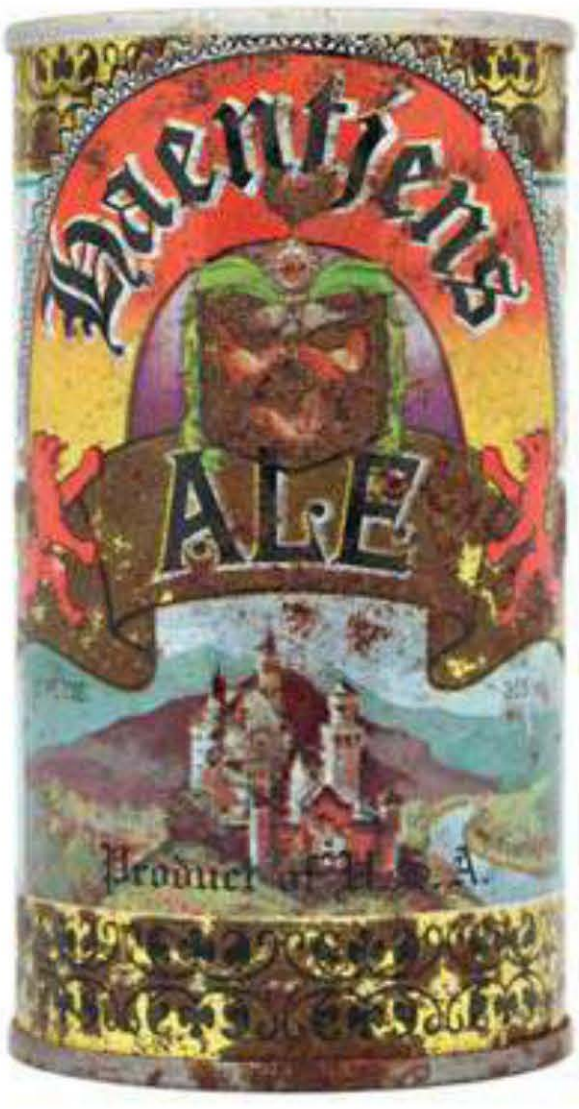
Gunther Brewing Co.
Baltimore, MD | 1970s/1980s



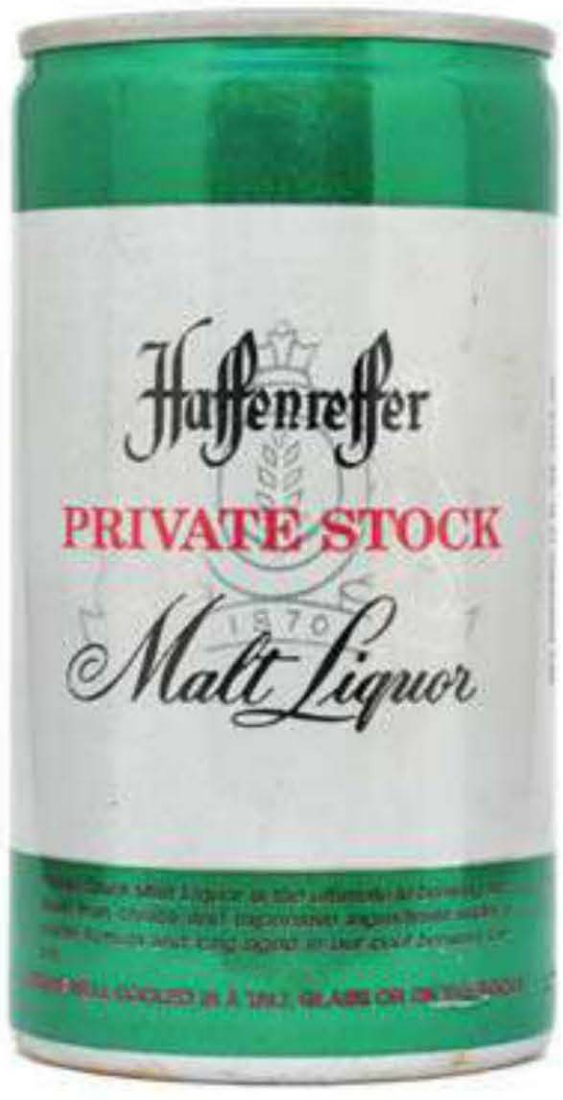
Joseph Huber Brewing Co.
Monroe, WI | 1980s



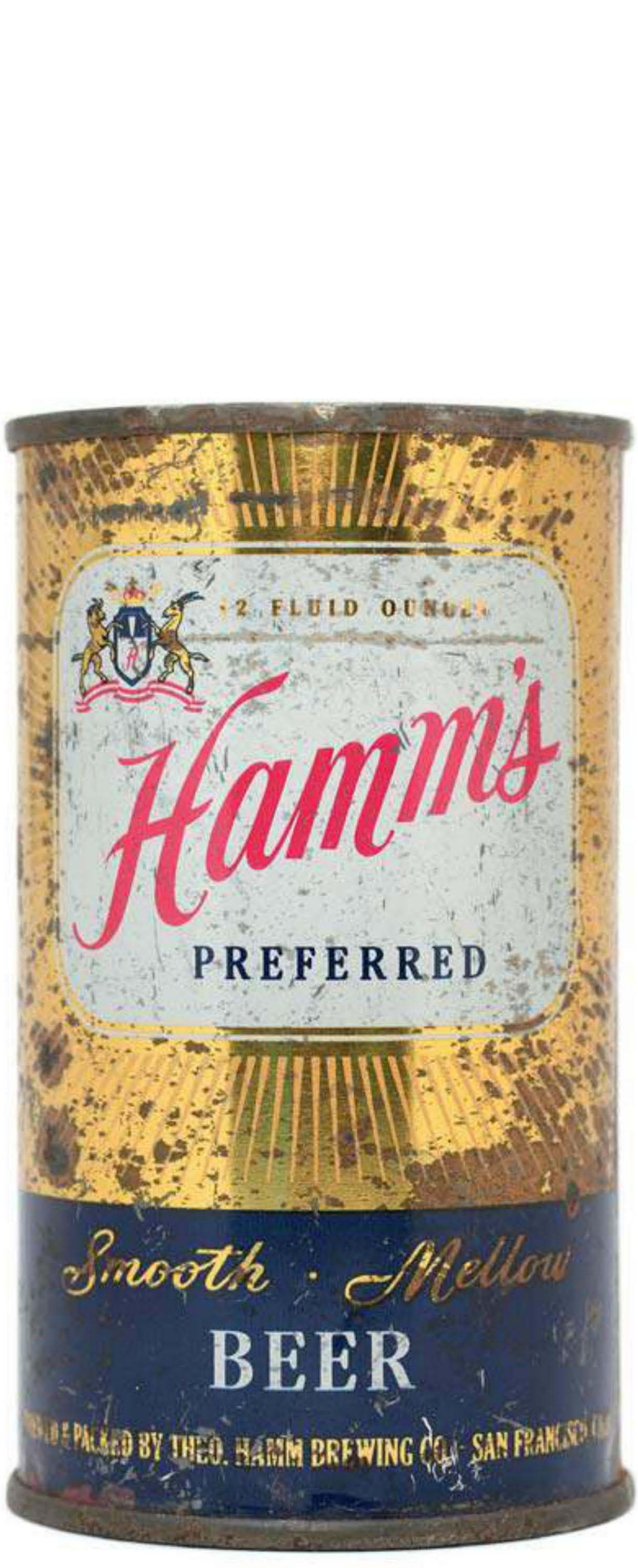
A. Haas Brewing Co.
Houghton, MI | 1940s



D.G. Yuengling & Son Inc.
Pottsville, PA | 1970s



Narragansett Brewing Co.
Cranston, RI | 1970s/1980s



Theodore Hamm Brewing Co.
San Francisco, CA | 1950s

Theodore Hamm Brewing Co.
St. Paul, MN | 1950s

Hamm

DRAFT BEER

12 FLUID OZS.

Draft brewed from choicest barley malt, gr

DRAFT

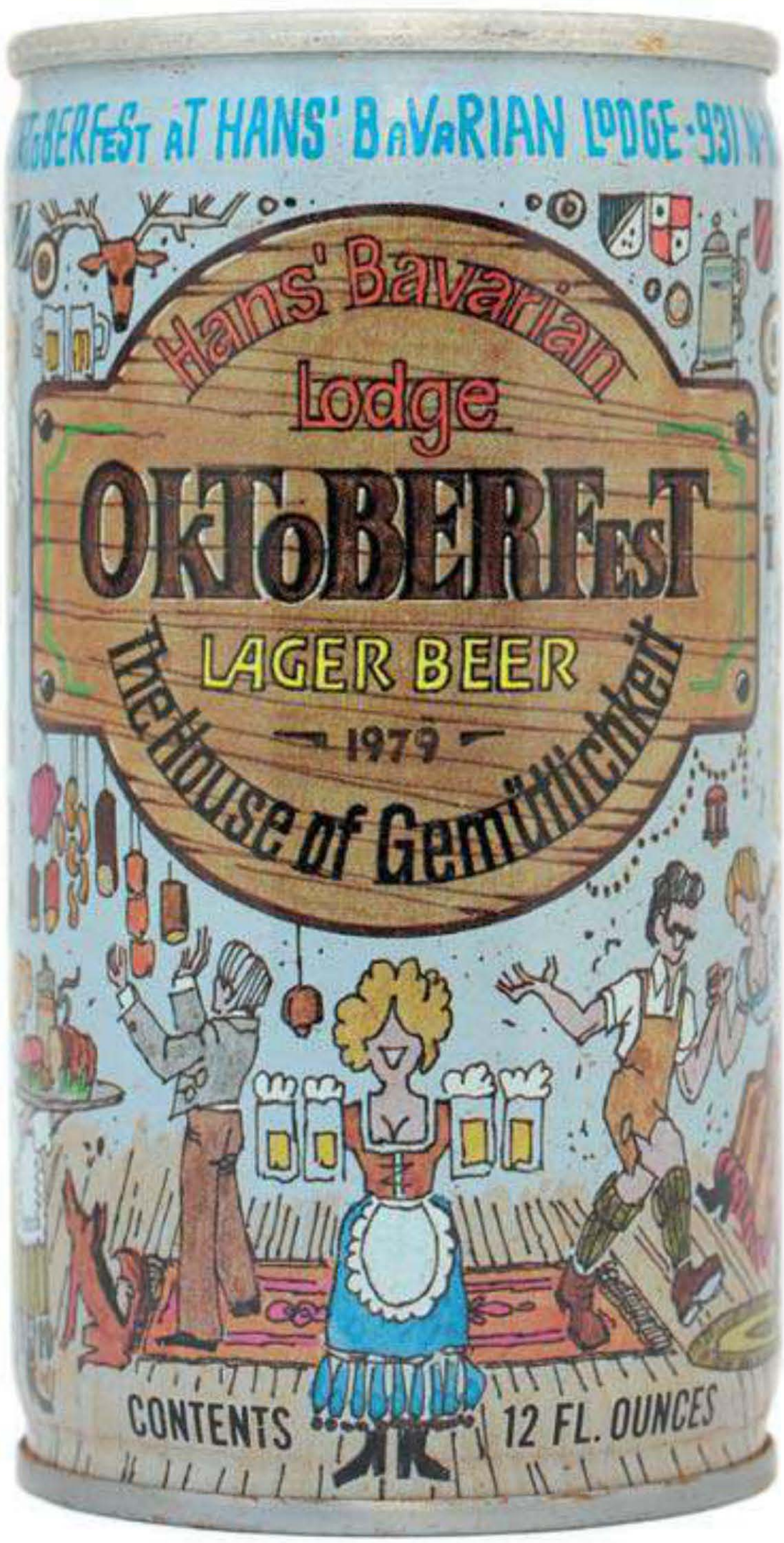
Hamm's Draft

This keg-shaped can from the 1970s proved to be a popular trend in beer can design, due to its departure from the traditional can shape.

Theodore Hamm Co.
St. Paul, MN | 1970s

The James Hanley Co.
Providence, RI | 1940s/1950s

The James Hanley Co.
Cranston, RI | 1970s



Joseph Huber Brewing Co.
Monroe, WI | 1970s

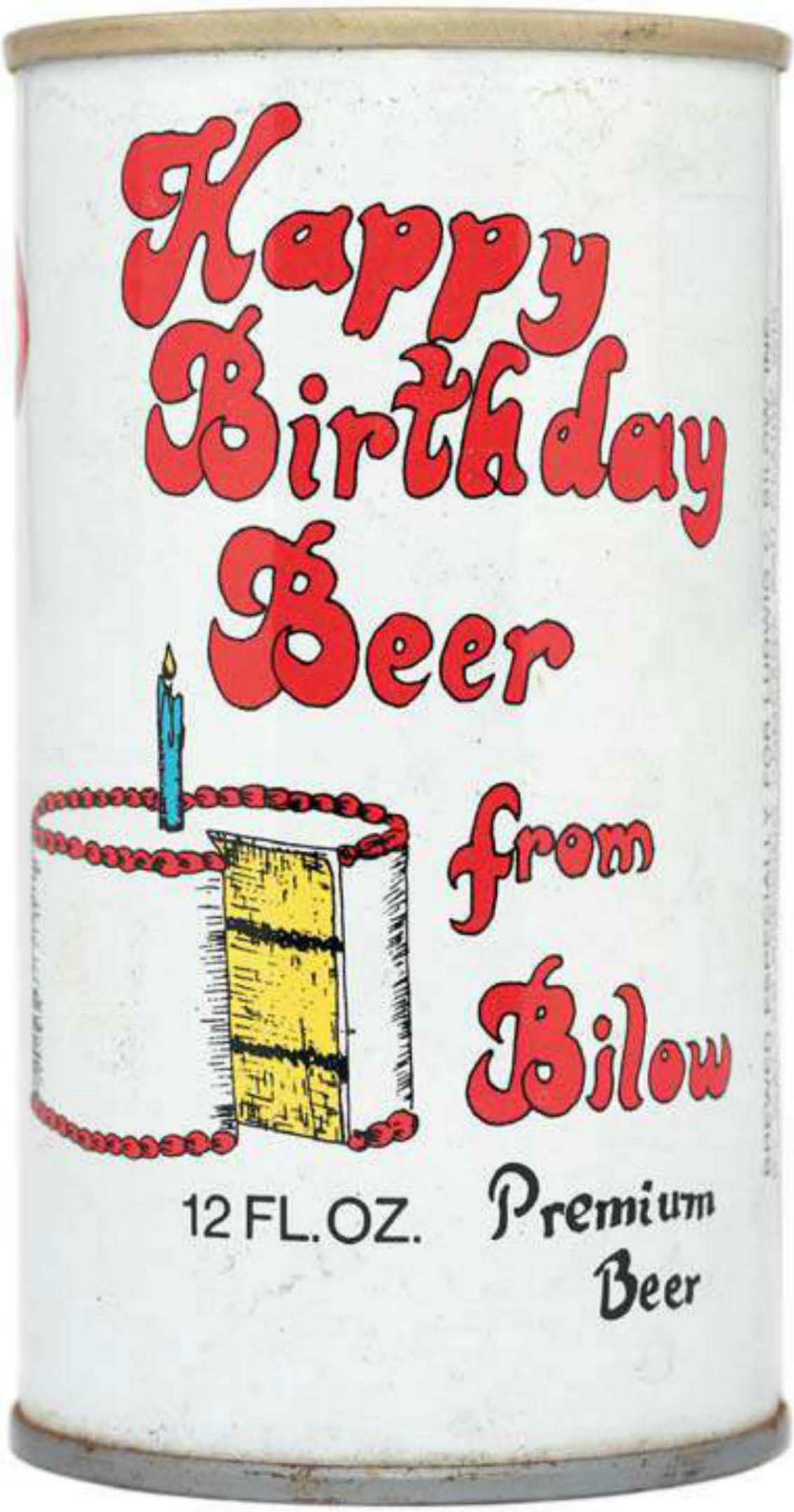
Hans' Bavarian Lodge

OKTOBERFEST

LAGER BEER

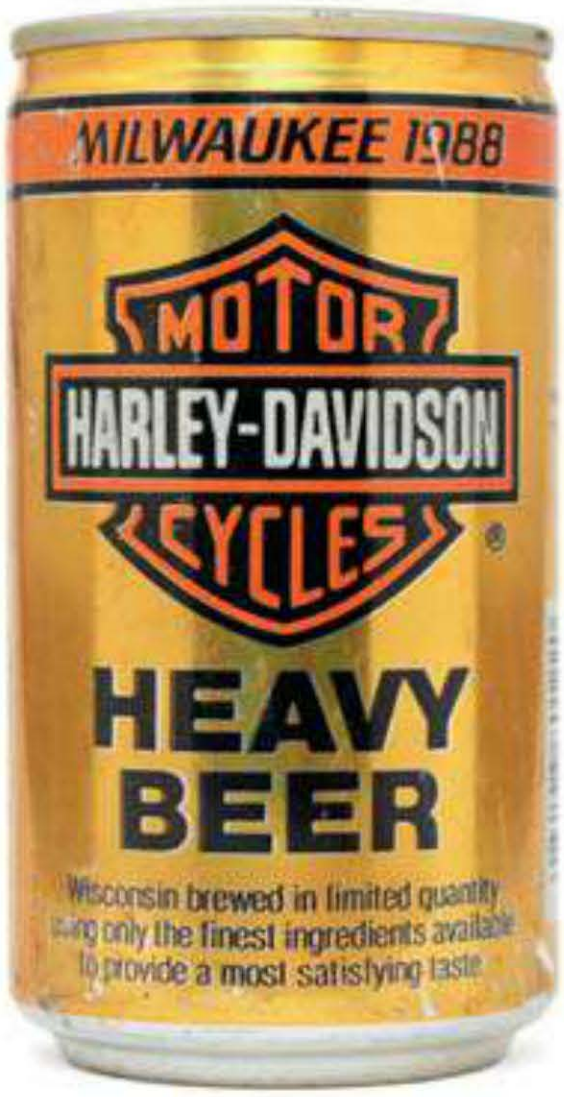
-1979-

THE HOUSE OF GERMANY



Walter Brewing Co.
Eau Claire, WI | 1970s/1980s | front

Walter Brewing Co.
Eau Claire, WI | 1970s/1980s | back



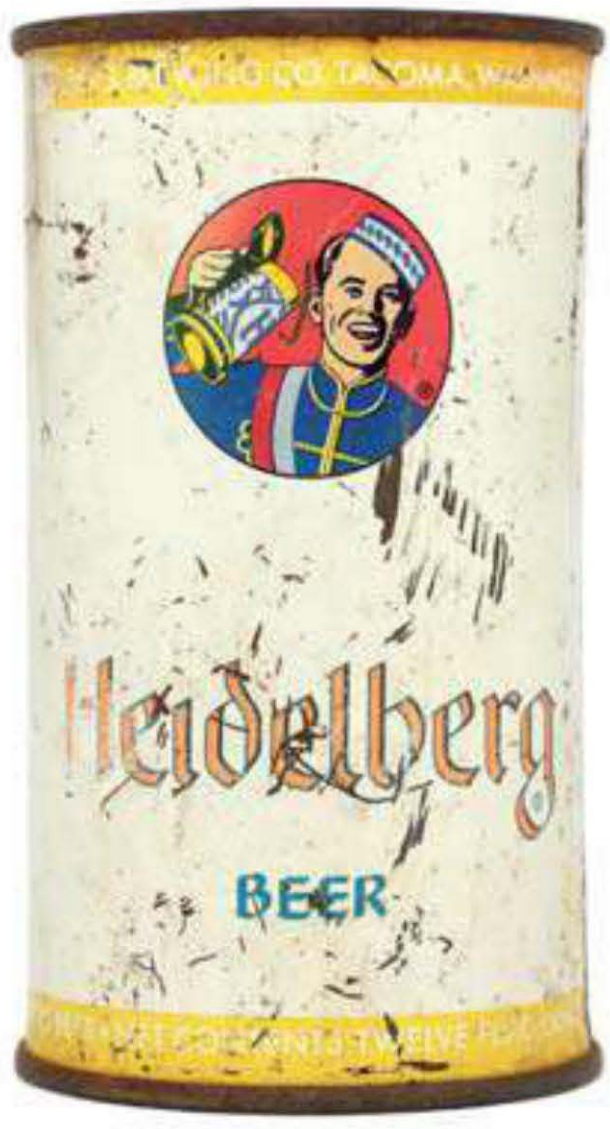
Joseph Huber Brewing Co.
Monroe, WI | 1980s

Harvard Brewing Co.
Lowell, MA | 1950s

John Hauenstein Co.
New Ulm, MN | 1950s

Hedrick Brewing Co.
Hammonton, NJ | 1970s

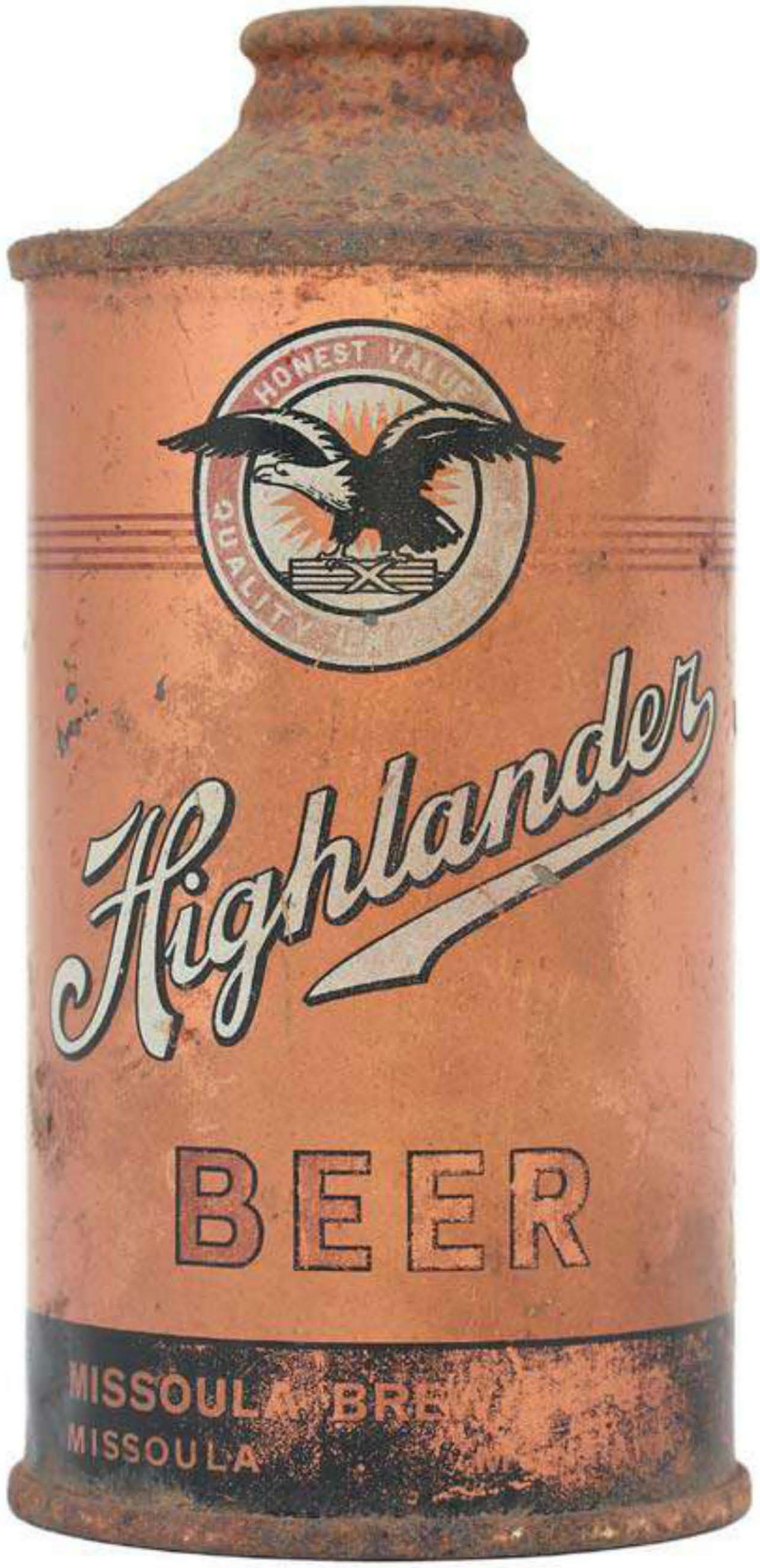
Heidel Bräu Brewing Co.
La Crosse, WI | 1980s



Heidelberg Brewing Co.
Tacoma, WA | 1960s

Heineken Brouwerijen B.V.
Amsterdam, The Netherlands | 1970s

Joseph Huber Brewing Co.
Monroe, WI | 1970s



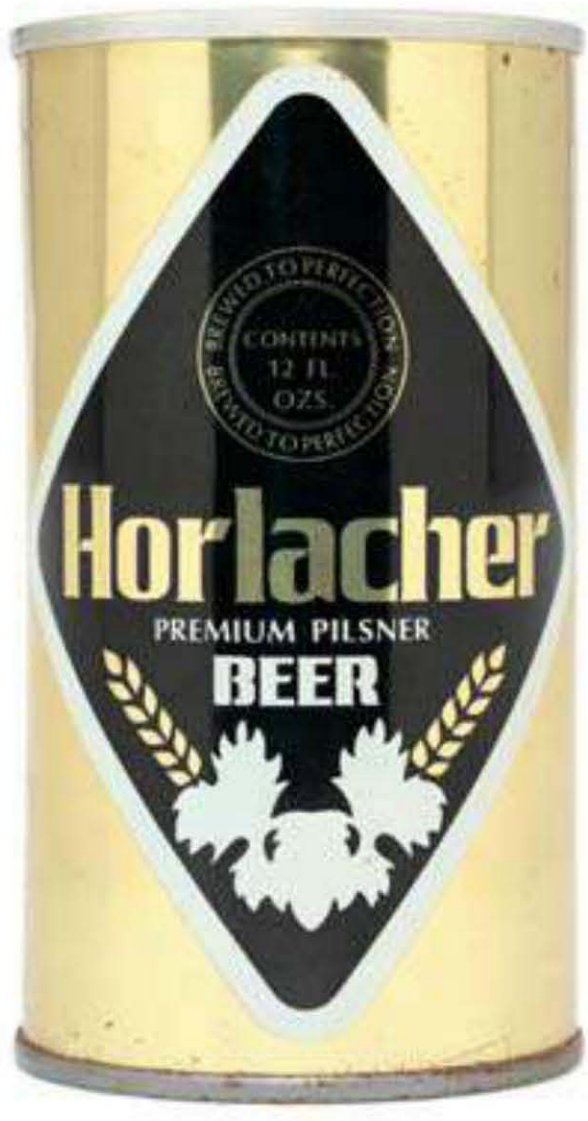
Missoula Brewing Co.
Missoula, MT | 1940s

Missoula Brewing Co.
Missoula, MT | 1950s

Rainier Brewing Co.
Seattle, WA | 1970s/1980s

Brauerei Abfüllung
Munich, Germany | 1970s/1980s

Hoff-Brau Brewing Co.
Fort Wayne, IN | 1940s/1950s



Horlacher Brewing Co.
Allentown, PA | 1970s

HOFBRAU
GOLDEN

The Hudepohl Brewing Co.
Cincinnati, OH | 1940s/1950s

The Hudepohl Brewing Co.
Cincinnati, OH | 1940s/1950s

The Hudepohl Brewing Co.
Cincinnati, OH | 1950s

The Hudepohl Brewing Co.
Cincinnati, OH | 1950s

Hudepohl Brewing Co.
Cincinnati, OH | 1960s

Hudepohl Brewing Co.
Cincinnati, OH | 1970s

Hudepohl

Beer

TM

SINCE

QUALITY

1885

The Pride of the Cincinnati Brewing Tradition!

Hu-De

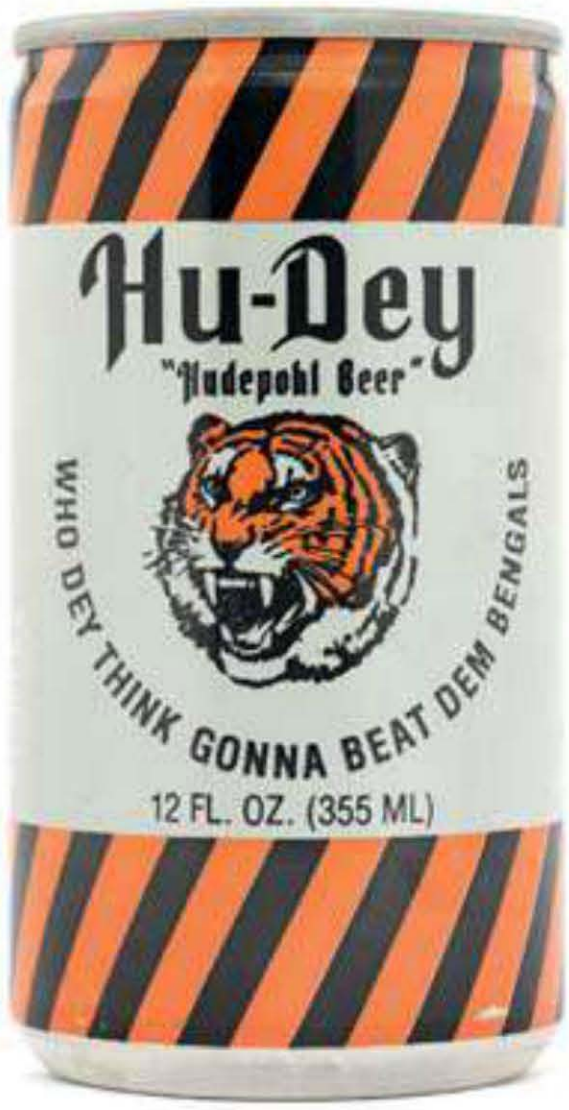
"Hudepohl Beer"

WHO DEY

THINK GONNA BEAT

Hu-Dey

This commemorative can by the Hudepohl Brewing Company paid homage to the Cincinnati Bengals football team and featured their chant: "Who Dey Think Gonna Beat Dem Bengals?"



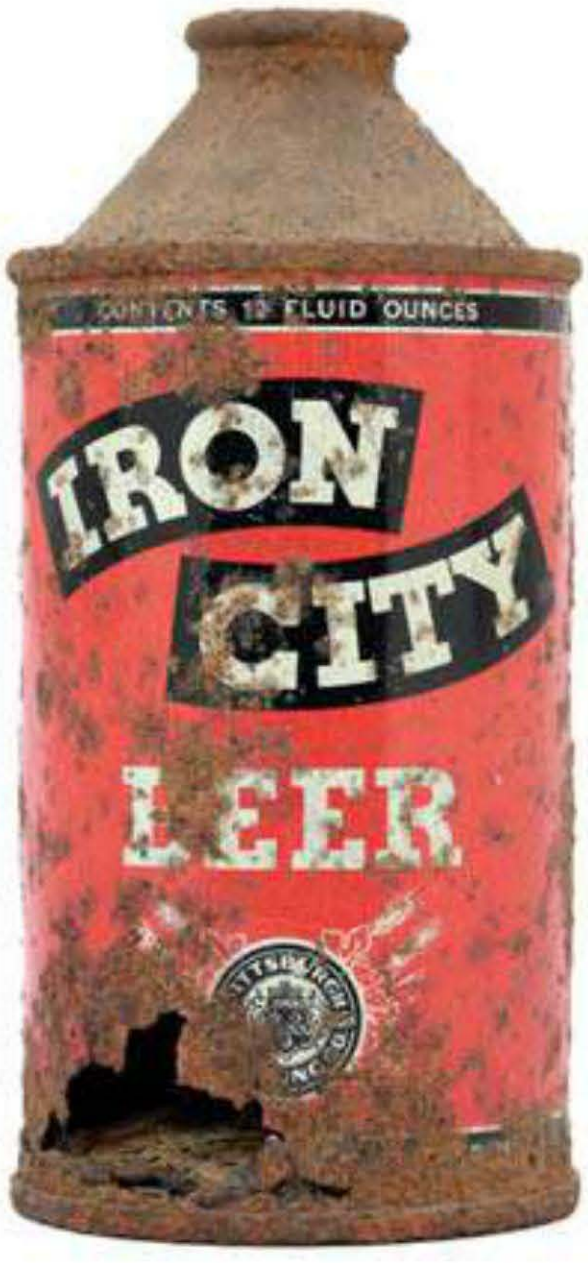
The Hudepohl Brewing Co.
Cincinnati, OH | 1980s

Hümmer-Bräu
Dingolshausen, Germany | 1970s/1980s

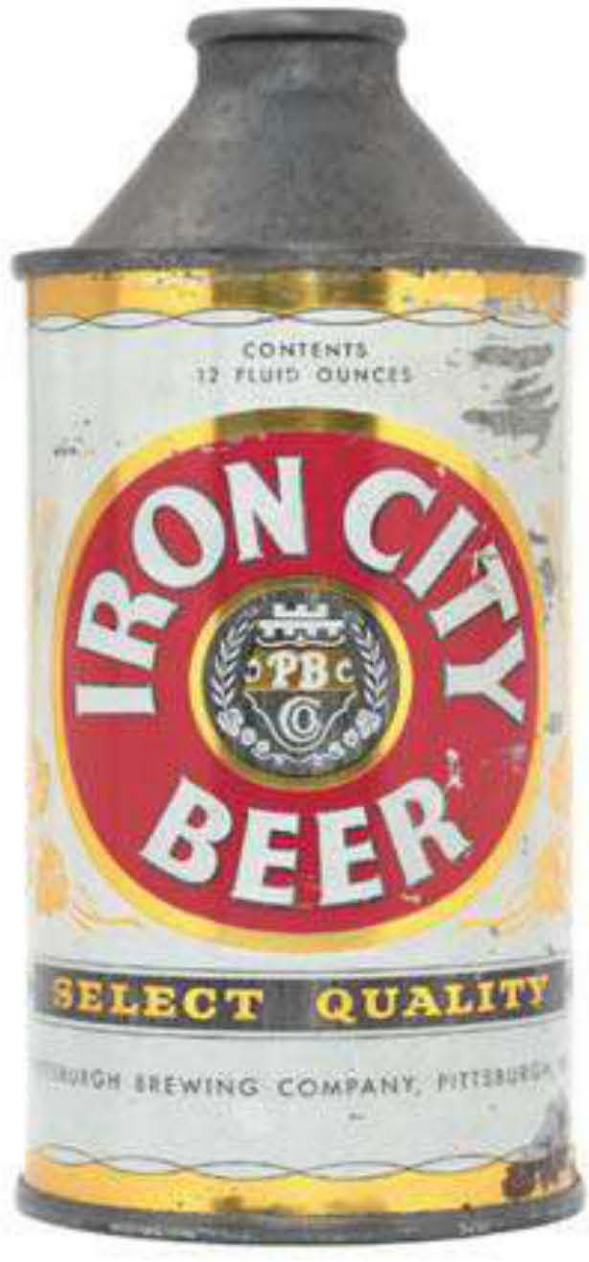
A. Hürlimann Brauerei A.G.
Zurich, Switzerland | 1970s/1980s

Cerveceria India Inc.
Mayagüez, Puerto Rico | 1970s/1980s

F. & M. Schaefer Brewing Co.
Albany, NY | 1950s

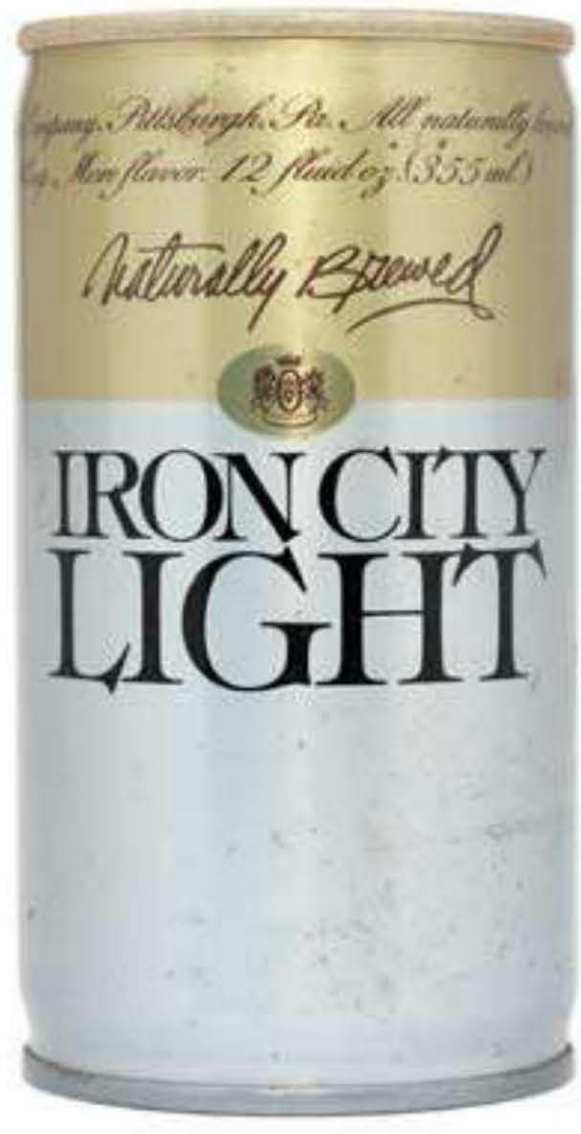


Pittsburgh Brewing Co.
Pittsburgh, PA | 1940s/1950s

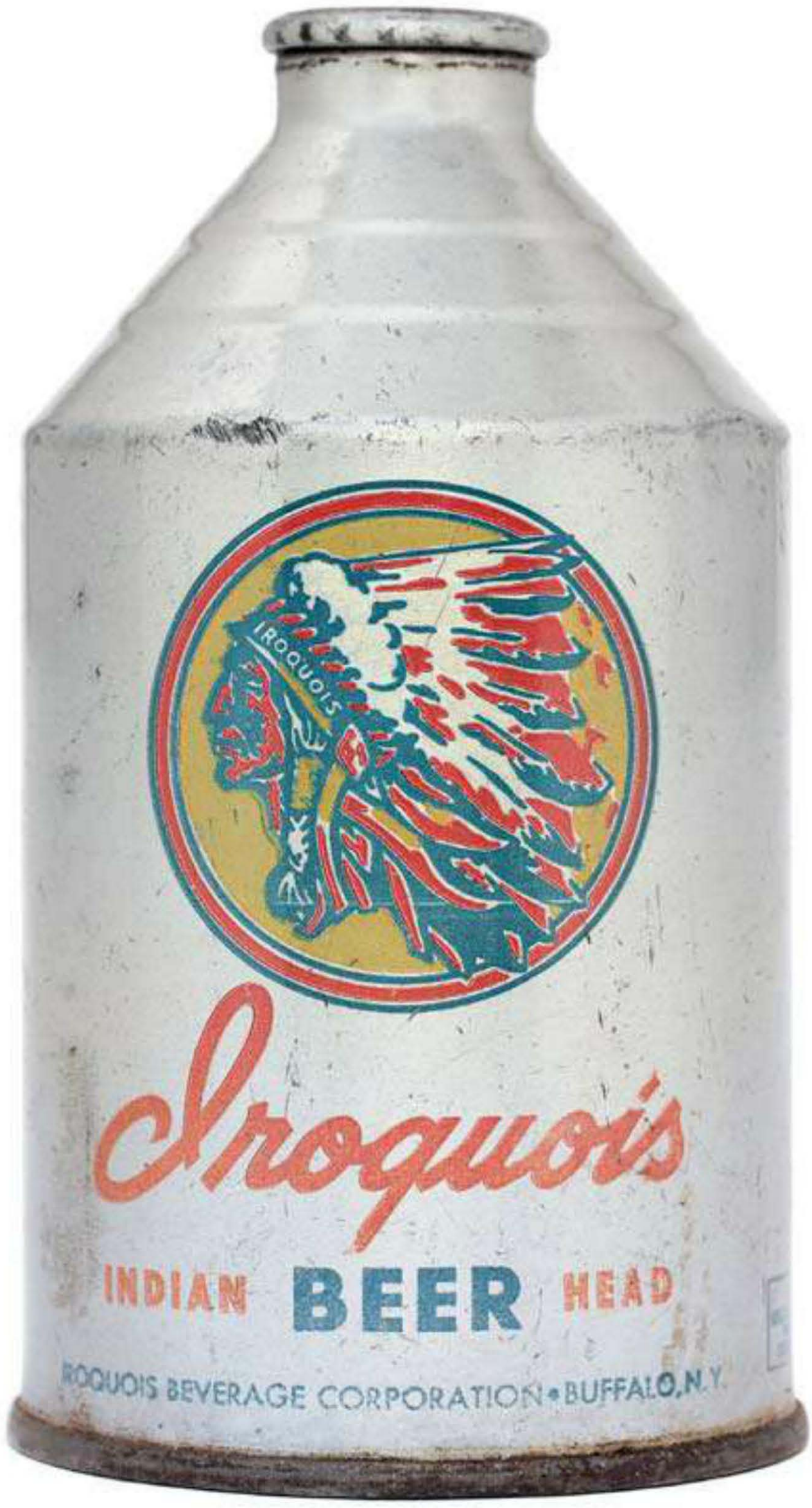


Pittsburgh Brewing Co.
Pittsburgh, PA | 1950s

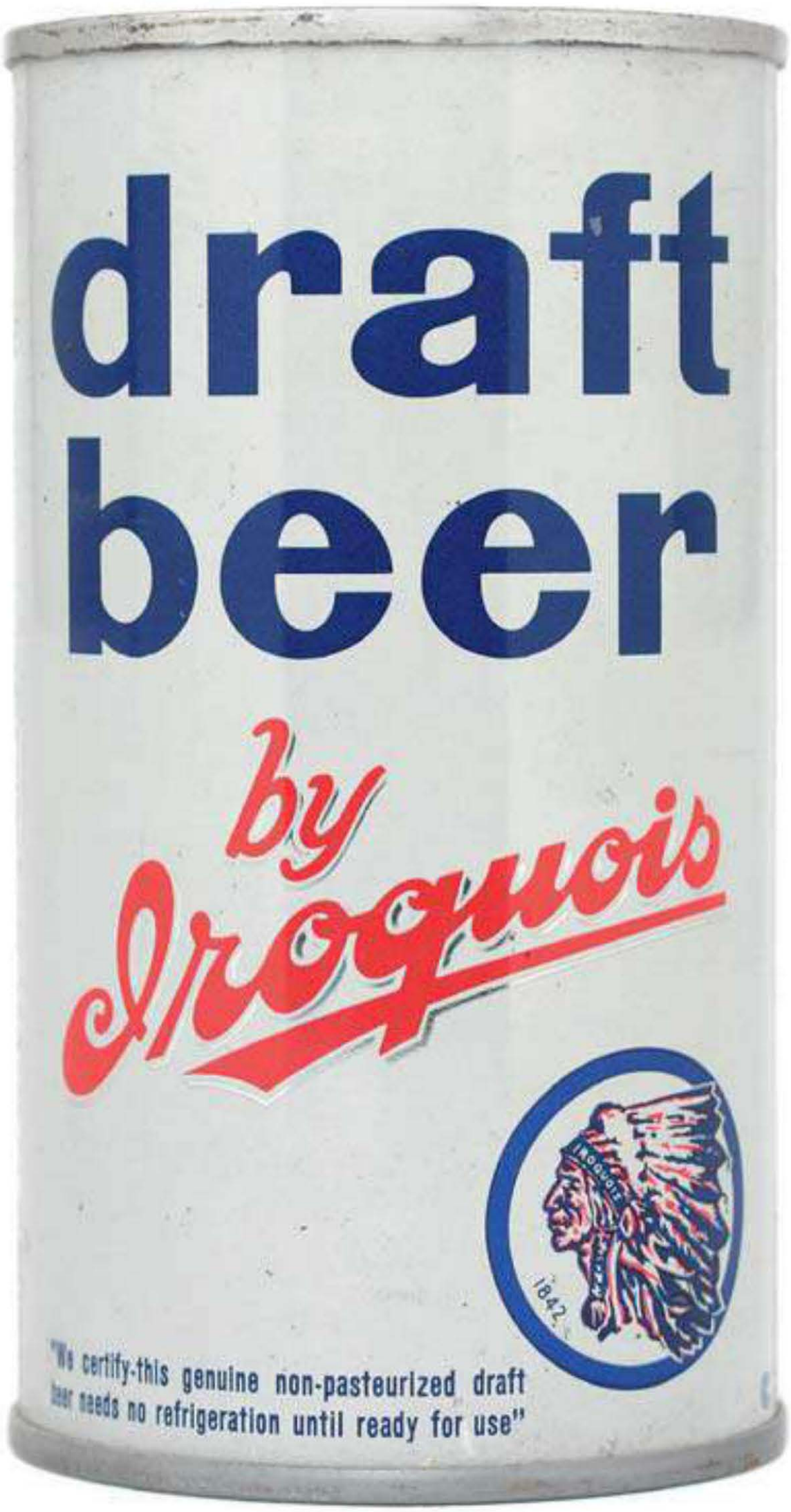
Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s



Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s



Iroquois Beverage Corp.
Buffalo, NY | 1940s/1950s



Iroquois Beverage Corp.
Buffalo, NY | 1960s

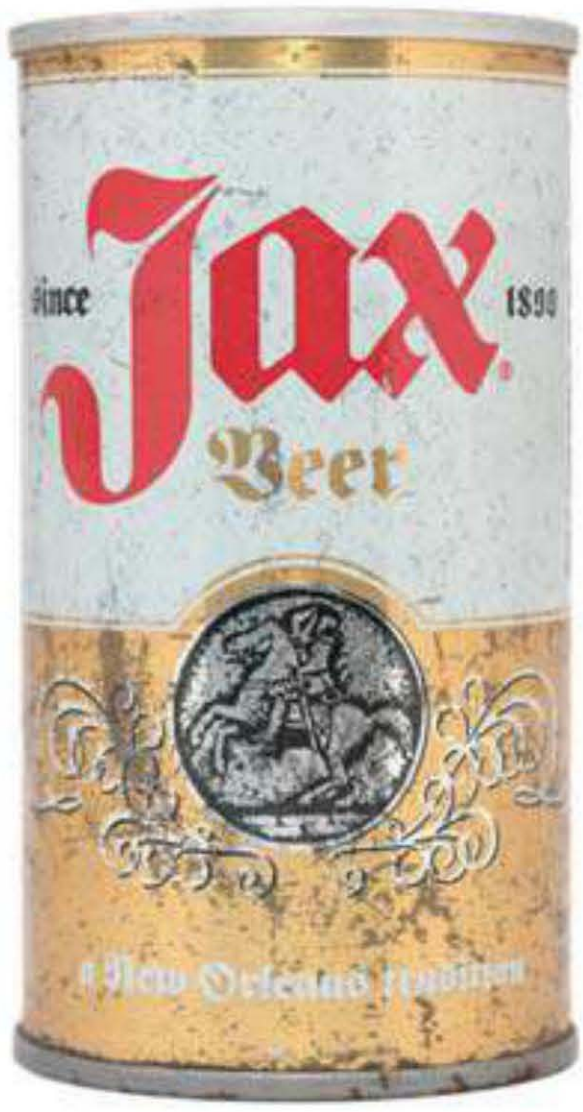
Since

1

Beer

Jax

This 1974 Jax beer can features an illustration of the famous Andrew Jackson statue in Jackson Square, New Orleans. The depiction of the first equestrian statue in the United States became the signature trademark for the Jax brand and evolved with greater levels of detail in the following years.



Jackson Brewing Co.
New Orleans, LA | 1970s

Duluth Brewing and Malting Co.
Duluth, MN | 1960s

Karlsberg Brauerei K.G.
Homburg, Germany | 1970s

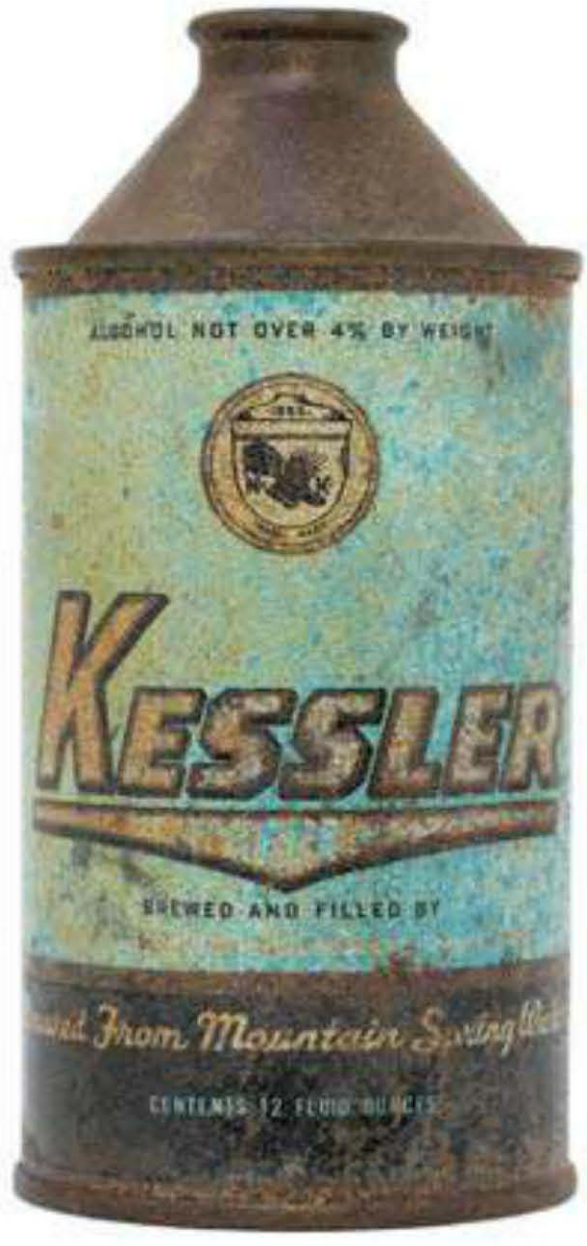
Mankato Brewing Co.
Mankato, MN | 1940s/1950s

Maier Brewing Co.
Los Angeles, CA | 1950s

BREMEN

BEER

Cold Spring Brewing Co.
Cold Spring, MN | 1970s

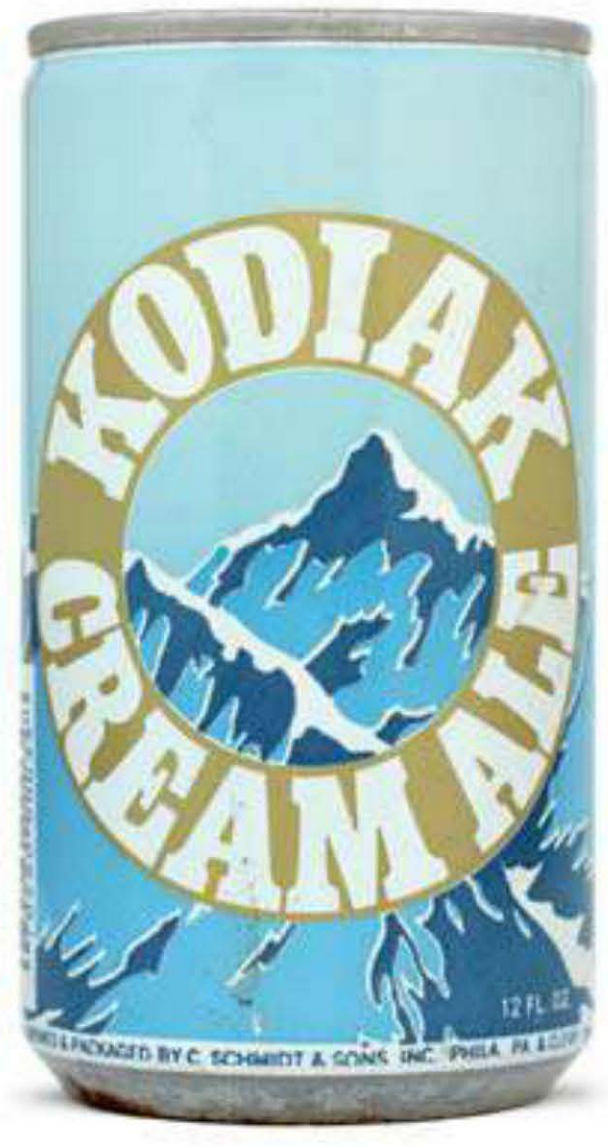


Kessler Brewing Co.
Helena, MT | 1940s/1950s

Kingsbury Breweries Co.
Sheboygan, WI | 1940s/1950s

Kingsbury Breweries Co.
Sheboygan, WI | 1950s

Jacob Ruppert Brewery
Orange, NJ | 1970s/1980s



C. Schmidt's & Sons Brewery
Philadelphia, PA | 1970s/1980s

Erie Brewing Co.
Erie, PA | 1940s/1950s

Erie Brewing Co.
Erie, PA | 1970s/1980s

REG. U.S. PA. OFF.

KRUEGER

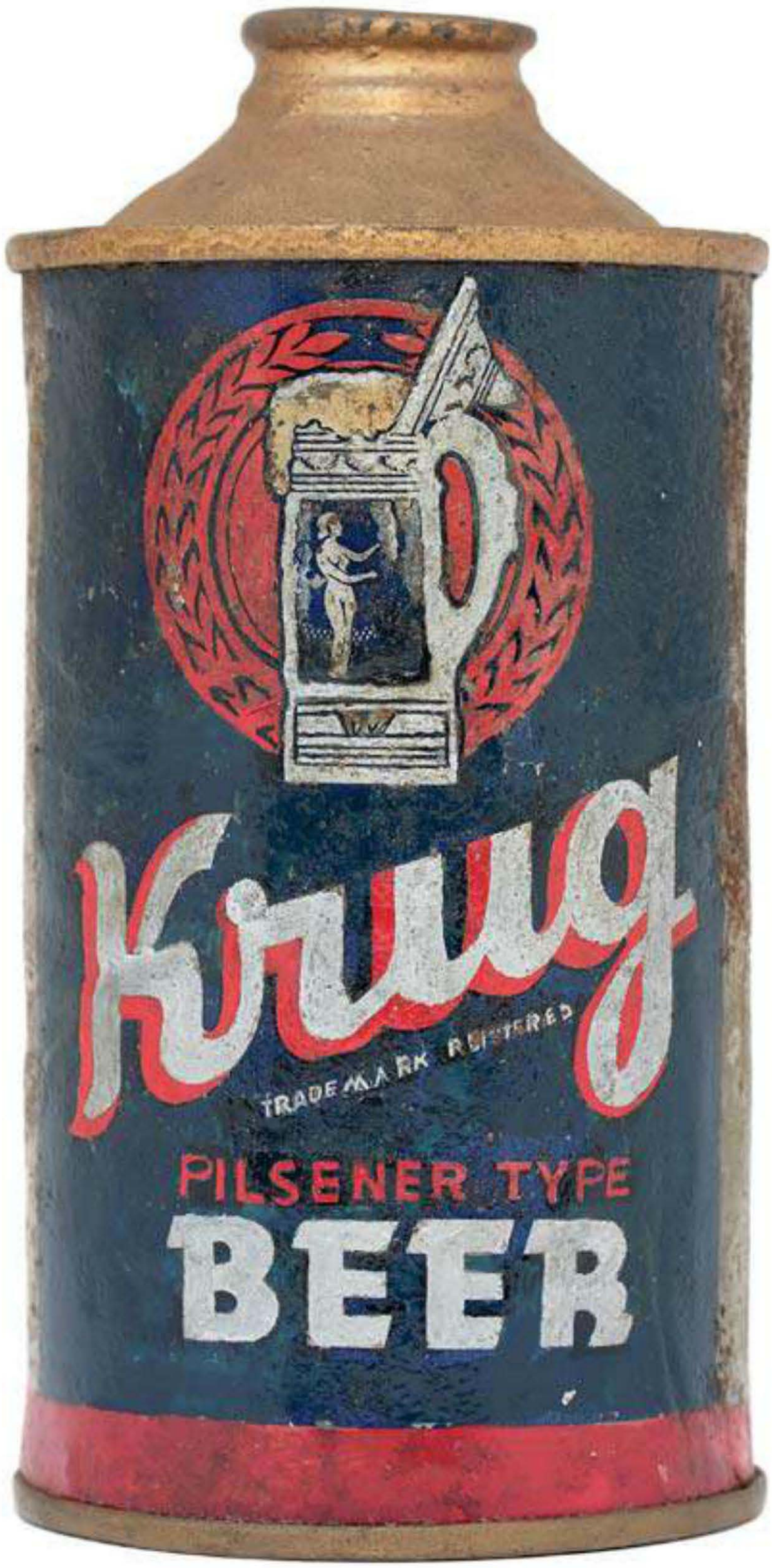
Krueger Cream Ale

In 1934, the Gottfried Krueger Brewing Company became the first brewery to can beer. Based in Newark, New Jersey, Krueger tested the concept of canned beer in Richmond, Virginia, isolated from its core demographic in the event that the concept flopped.

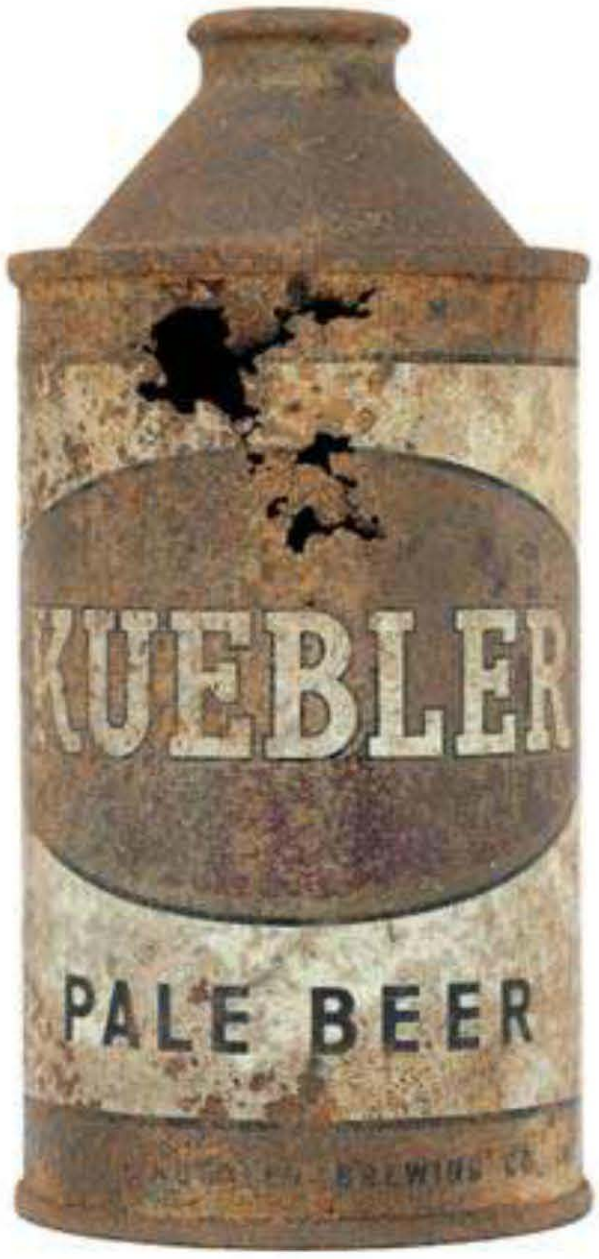
Obviously, the idea was far from a failure. While the first cans ever made were flat-tops like the one below, Krueger went on to sell beer in cone-top cans as well.

G. Krueger Brewing Co.
Newark, NJ | 1930s

Krueger Brewing Co.
Wilmington, DE | 1940s



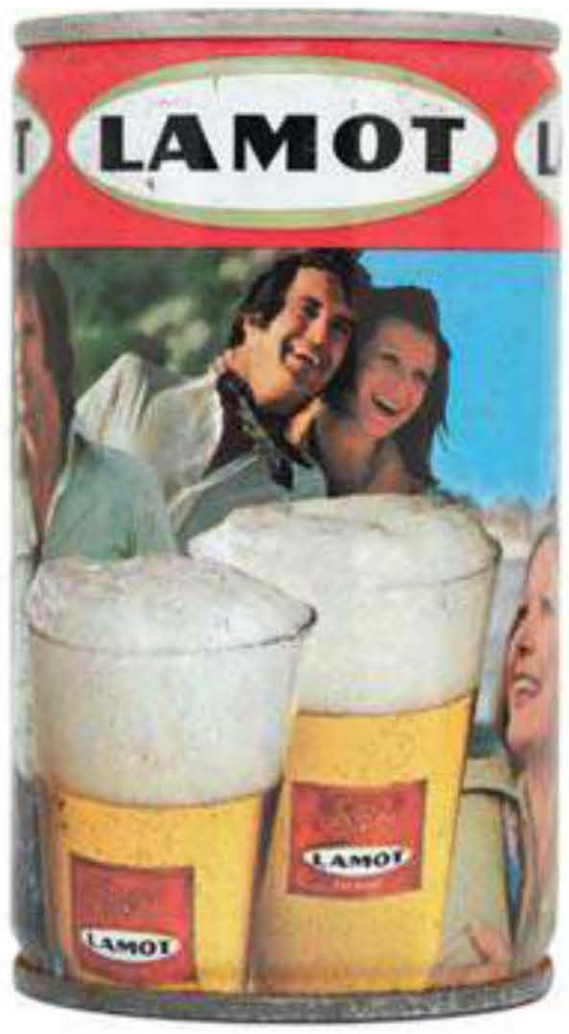
Rainier Brewing Co.
San Francisco, CA | 1930s/1940s



Kuebler Brewing Co Inc.
Easton, PA | 1950s

Labatt Breweries Ltd.
Montreal, Canada | 1970s

Labatt Breweries Ltd.
London, Canada | 1970s

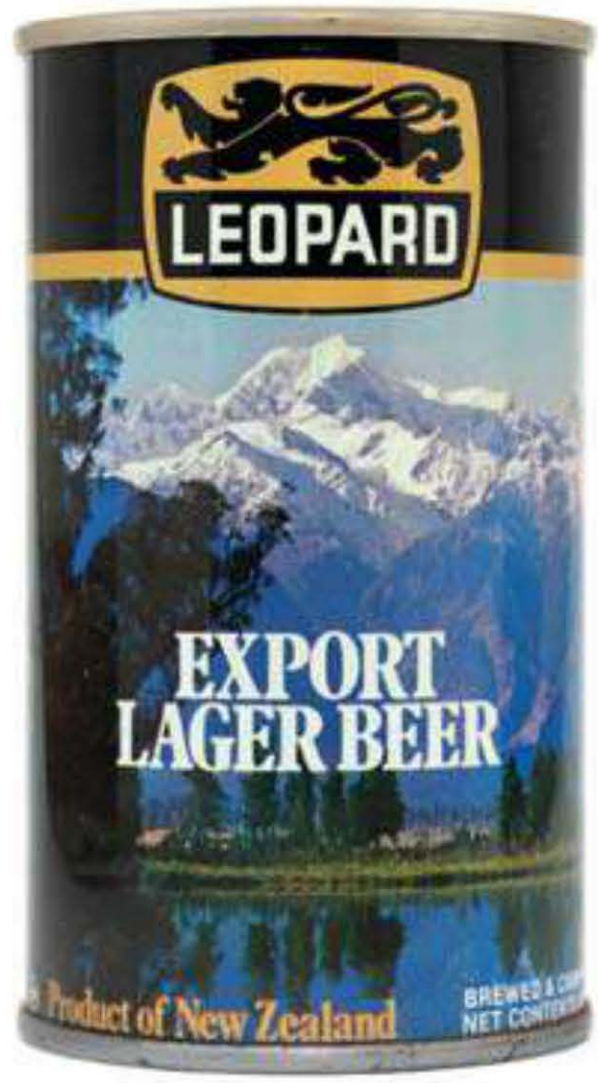


Lamot Brewery
Mechelen, Belgium | 1970s

Jacob Leinenkugel Brewing Co.
Chippawa Falls, WI | 1940s/1950s

Jacob Leinenkugel Brewing Co.
Chippewa Falls, WI | 1970s

The Leisy Brewing Co.
Cleveland, OH | 1940s/1950s



Leopard Brewery Ltd.
Hastings, New Zealand | 1970s

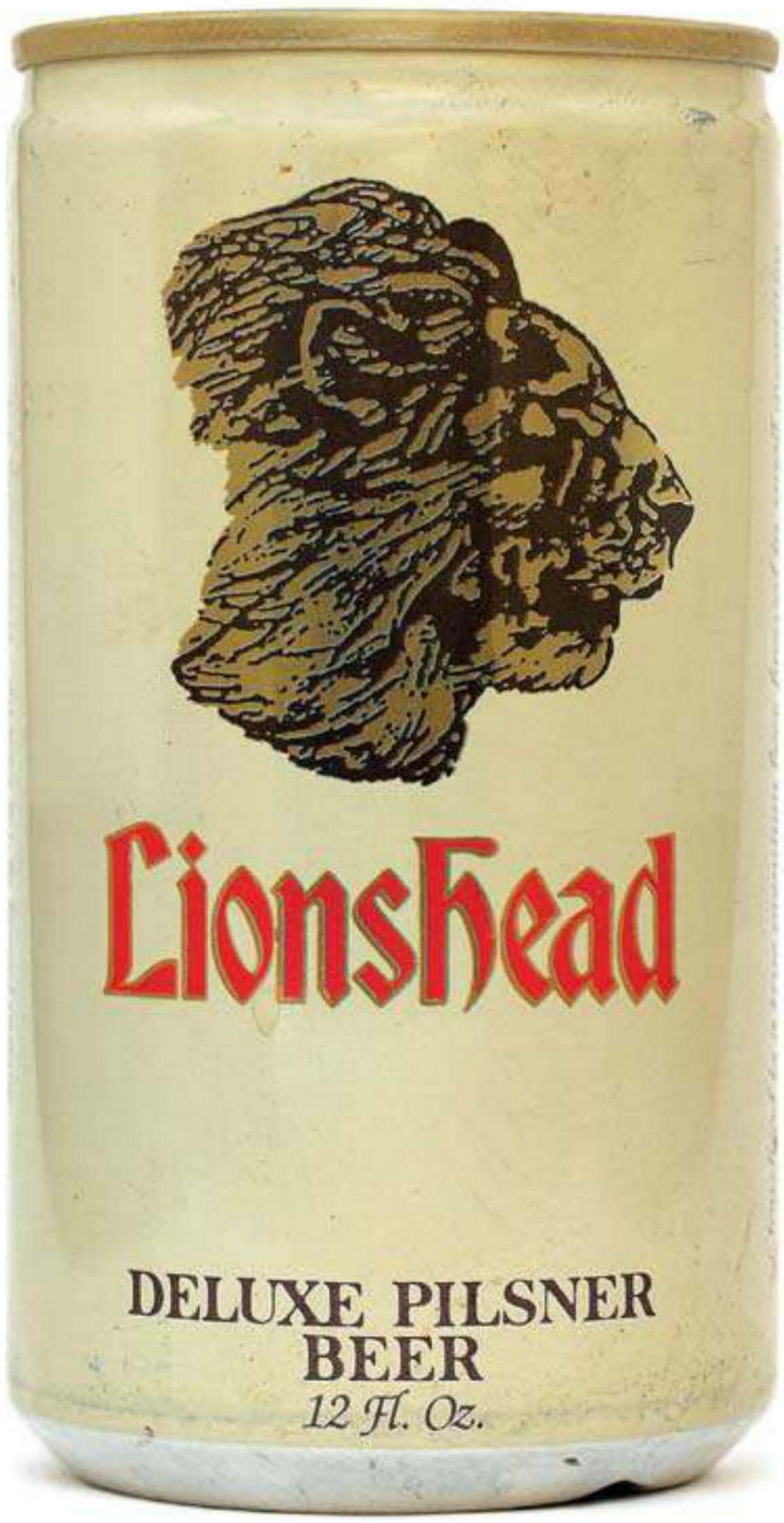
LOCK
BEFORE

Lion

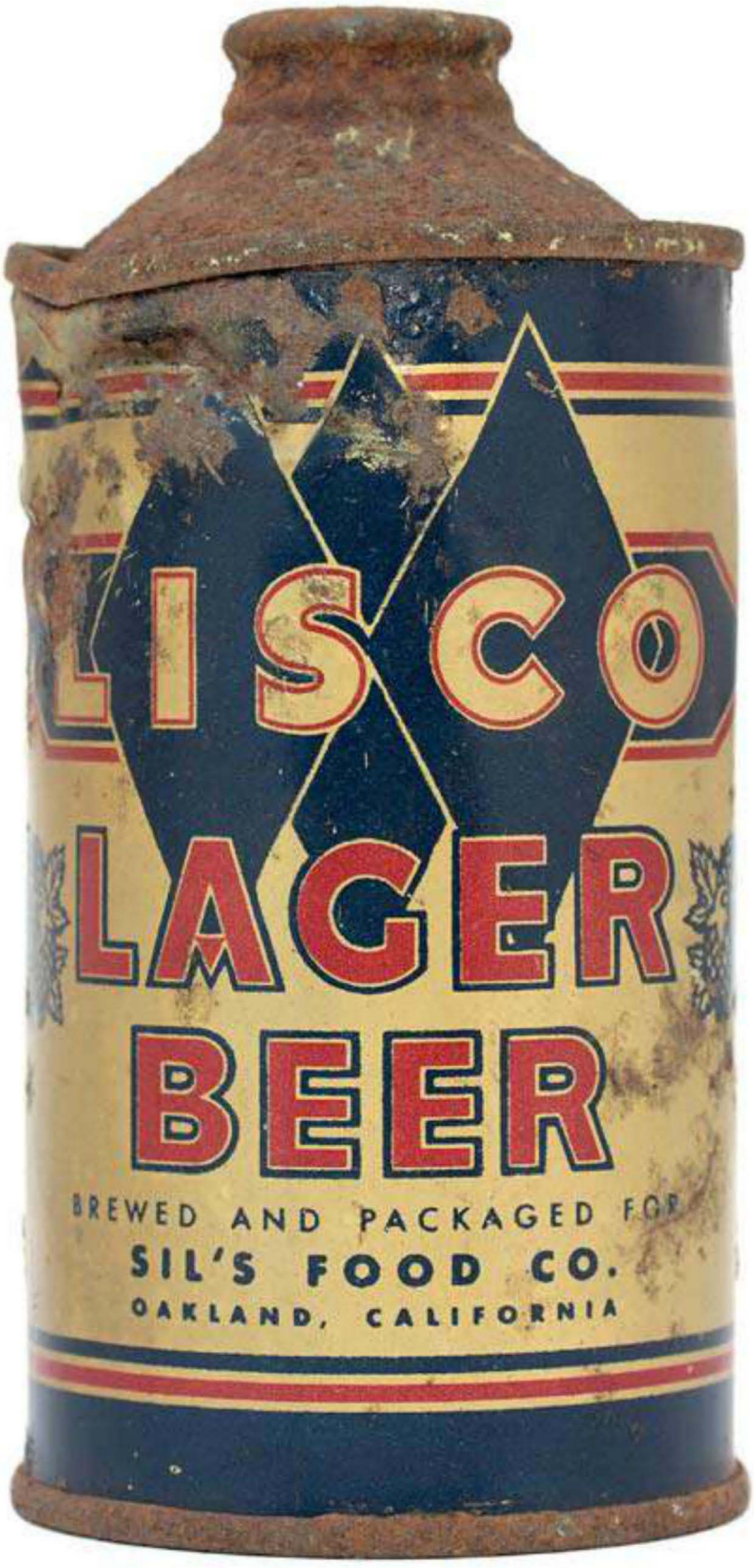
With a logo clearly resembling its name, this Lion Pilsener beer was a product of Pilsener Brewing in New York—one of several companies that had a relationship with the brand's original brewer: Lion Brewing.

Pilsener Brewing Co.
New York, NY | 1940s/1950s

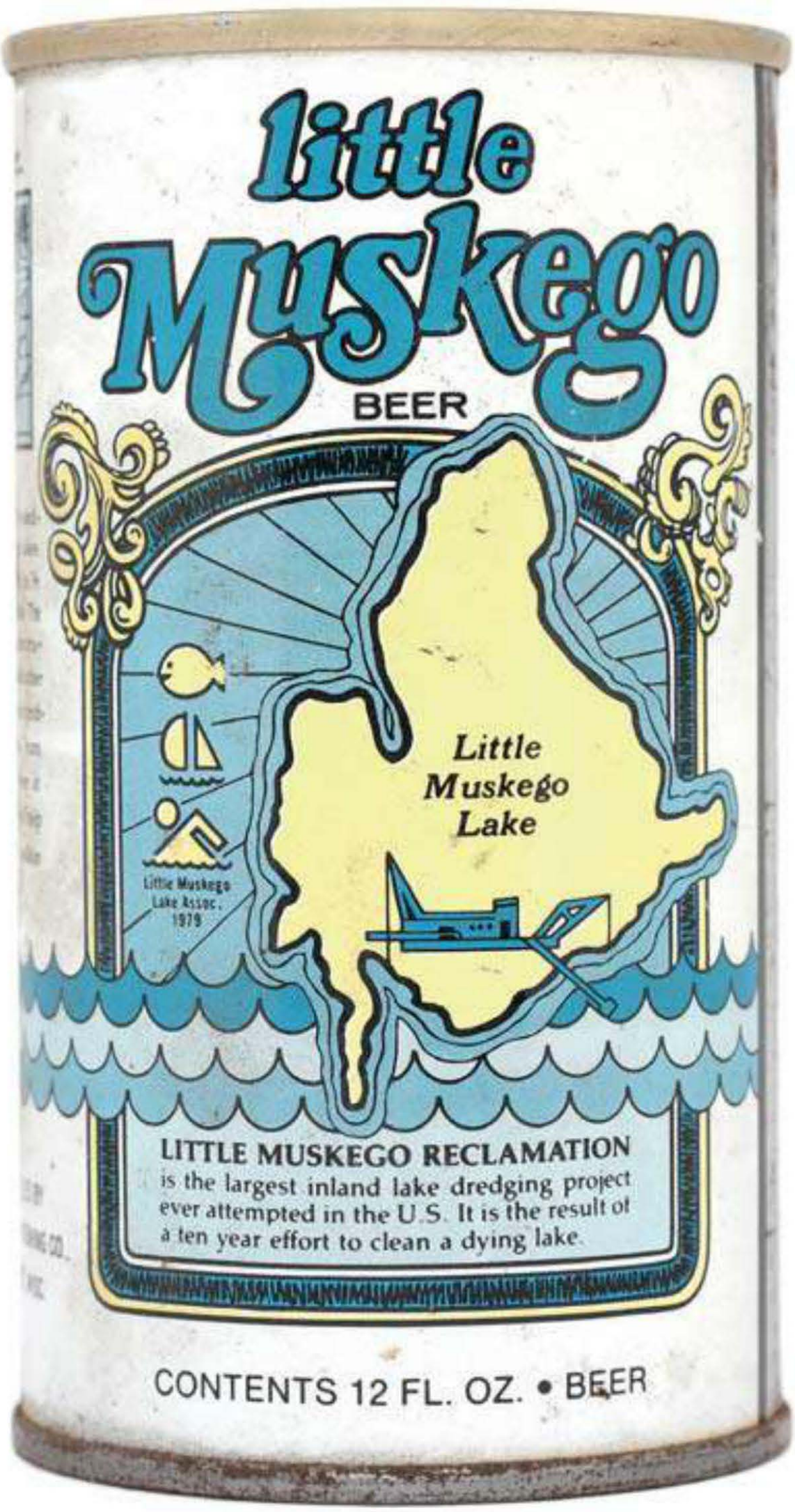
Lion Breweries Ltd.
Christchurch, New Zealand | 1970s



The Lion Brewery, Inc.
Wilkes-Barre, PA | 1970s/1980s



Rainier Brewing Co.
San Francisco, CA | 1930s



Jacob Leinenkugel Brewing Co.
Chippewa Falls, WI | 1970s

A PRODUCT OF

ONE OF THE FINER ALES

CB

HIGHEST QUALITY

London

Bobby

BRAND

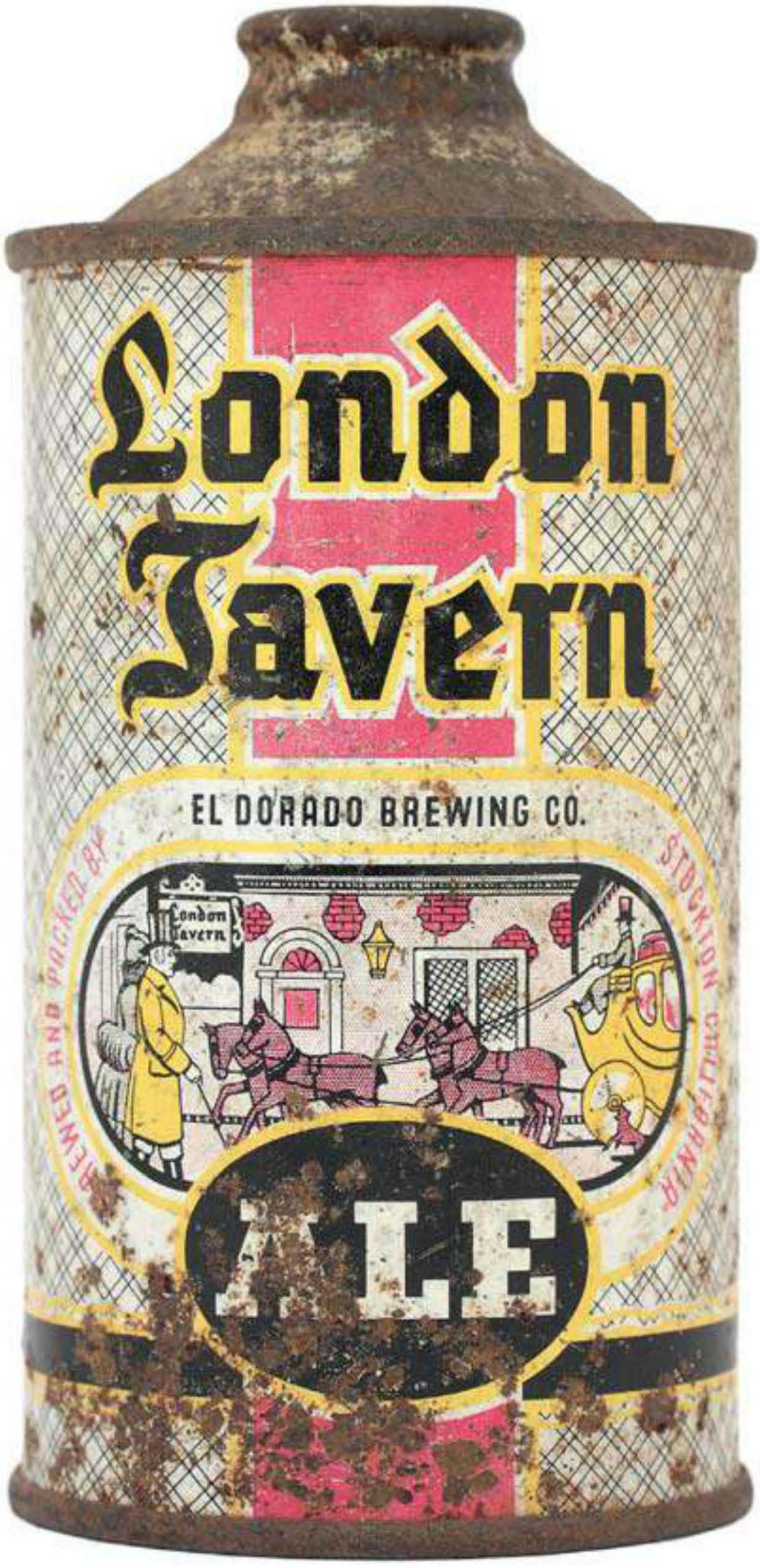
Ale

London Bobby

With metal in lower demand in a post–World War II era, the Miami Valley Brewing Company of Dayton, Ohio, began using cans as their business grew and their annual capacity expanded.

These uniquely shaped crowntainer cans could be filled on a standard bottling line with few adjustments. Such versatility attracted small breweries that couldn't afford an additional production line for flat-top cans.

The Miami Valley Brewing Co.
Dayton, OH | 1940s/1950s



El Dorado Brewing Co.
Stockton, CA | 1930s/1940s

Salem

Gold

EL DORADO BREWING CO.

Lone Star Brewing Co.
San Antonio, TX | 1970s/1980s

Löwenbräu A.G.
Munich, Germany | 1970s/1980s

AGE
DATED
BEER

Lucky Lager

Artist and art director Charles Stafford Duncan of McCann-Erickson advertising in San Francisco designed this label for General Brewing in the 1930s. Duncan's design became an iconic symbol of the brand that stood out among its competitors.

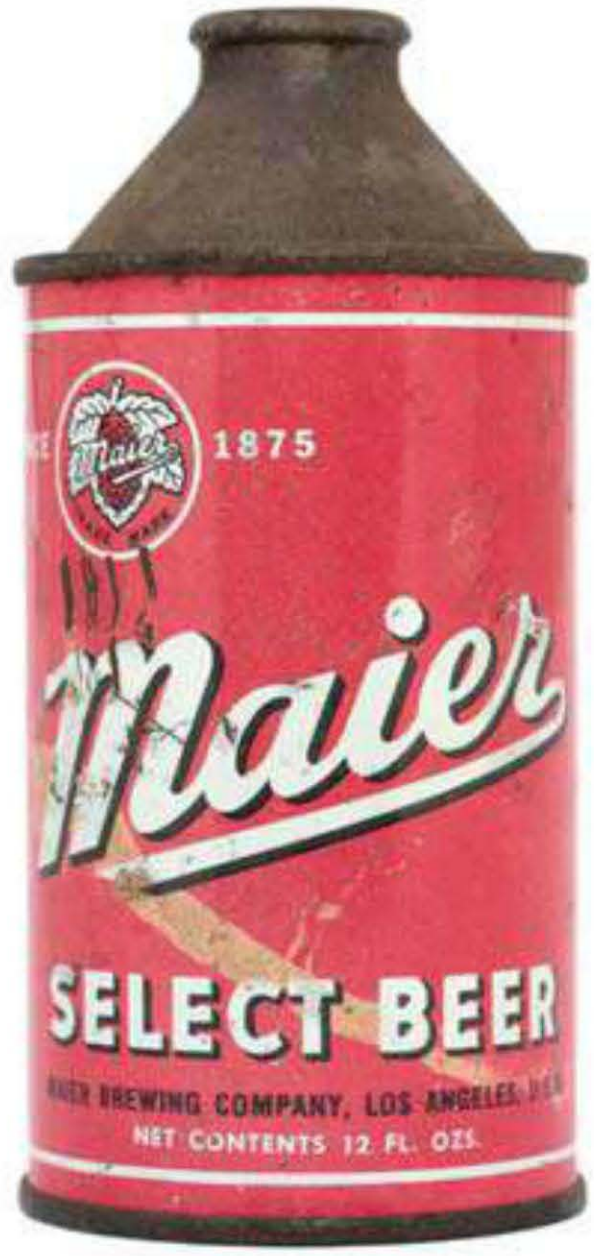
Lucky Lager became so successful that its creator, General Brewing, changed its name to Lucky Lager Brewing in 1948.

Lucky Lager Brewing Co.
Vancouver, WA | 1940s/1950s

Scottish & Newcastle Breweries Ltd.
Edinburgh, Scotland | 1970s

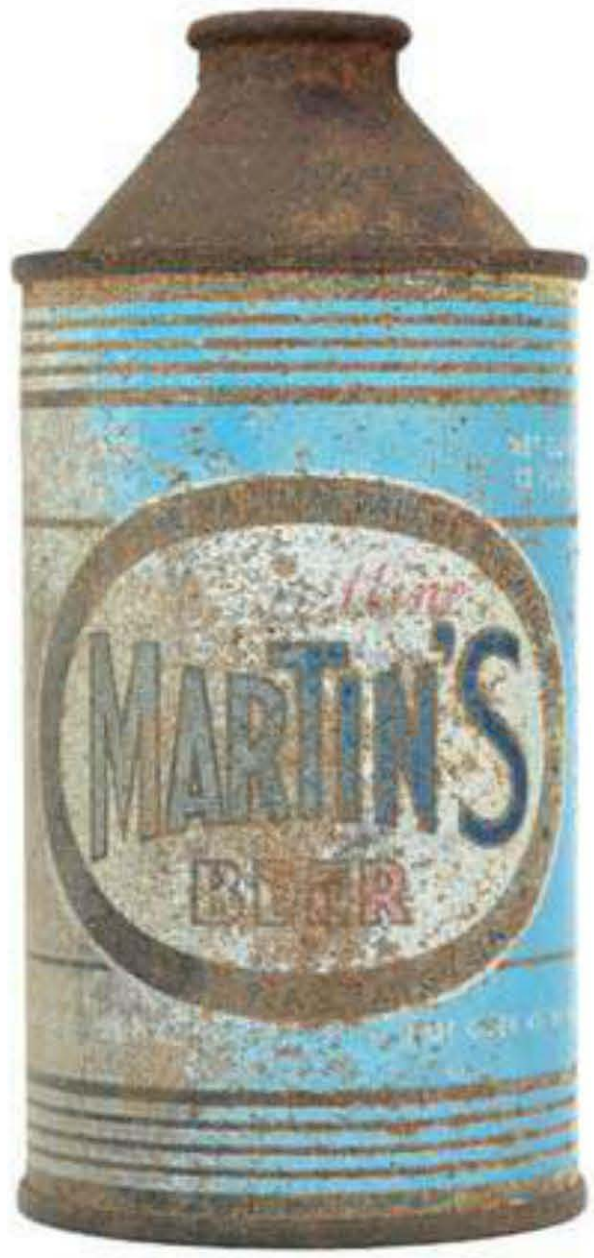
Carling O'Keefe Breweries
Toronto, Canada | 1970s

Maier Brewing Co.
Los Angeles, CA | 1930s/1940s



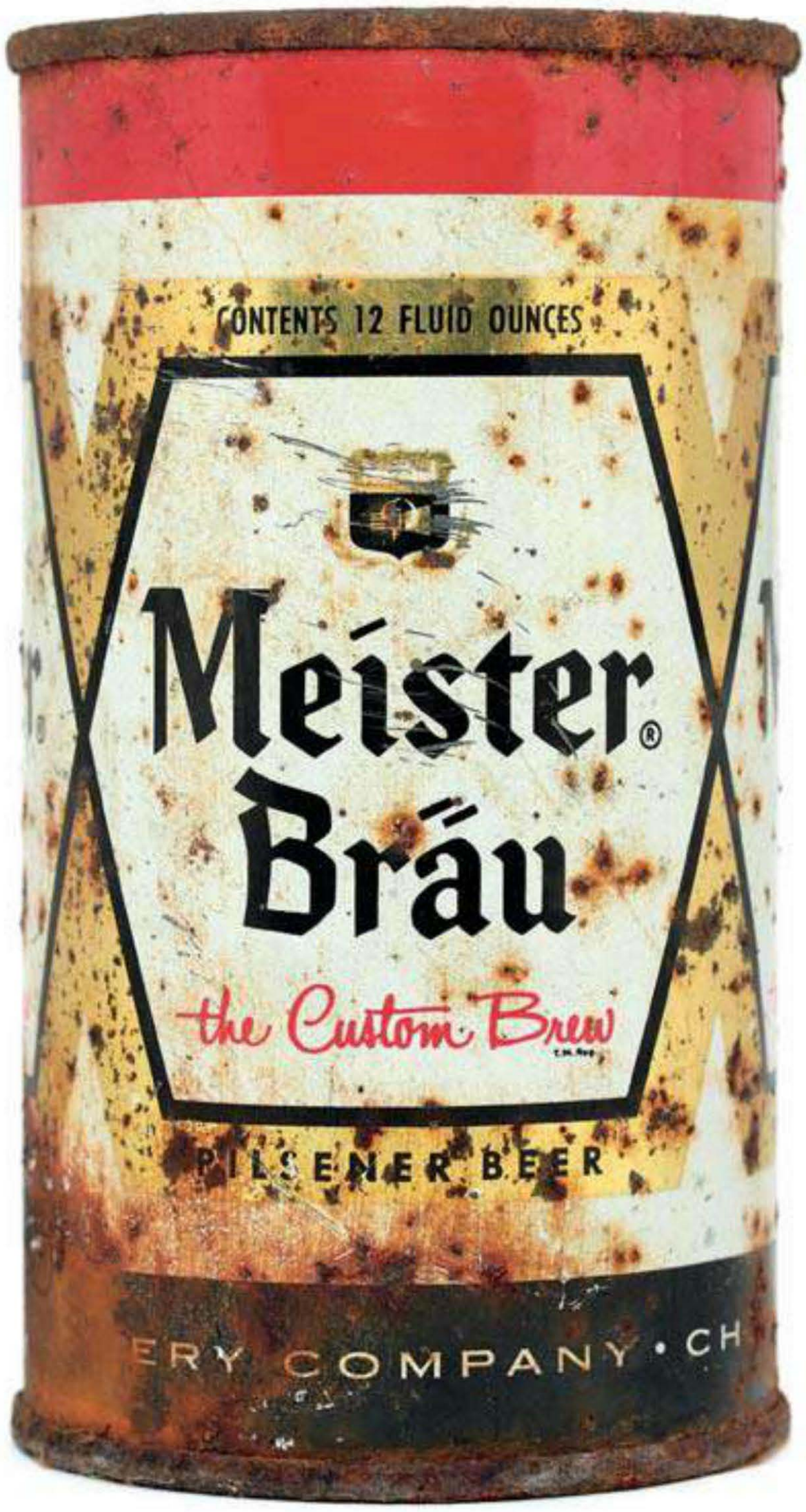
Maier Brewing Co.
Los Angeles, CA | 1940s

Maier Brewing Co.
Los Angeles, CA| 1950s



Yakima Valley Brewing Co.
Selah, WA| 1940s

DO NOT



Peter Hand Brewery Co.
Chicago, IL | 1950s

Miller Brewing Co.
Milwaukee, WI | 1980s/1990s

Cit

BRAND

BEER

A Fine Pilsner Be

Meister Bräu Lite

This Lite beer originated as Gablinger's Diet Beer, the recipe for which was given to Meister Bräu in 1967. Miller Brewing later acquired Mesiter Bräu in 1972 and adopted the "Lite" trademark that adorns this can.

Miller Brewing Co.
Milwaukee, WI | 1970s/1980s

Menominee-Marinette Brewing Co.
Menominee, MI | 1940s/1950s

CONTENTS 12 FLUID OZ.

MENOMINEE·MARINETTE PREMIUM SELECT BEER

TRADE MARK

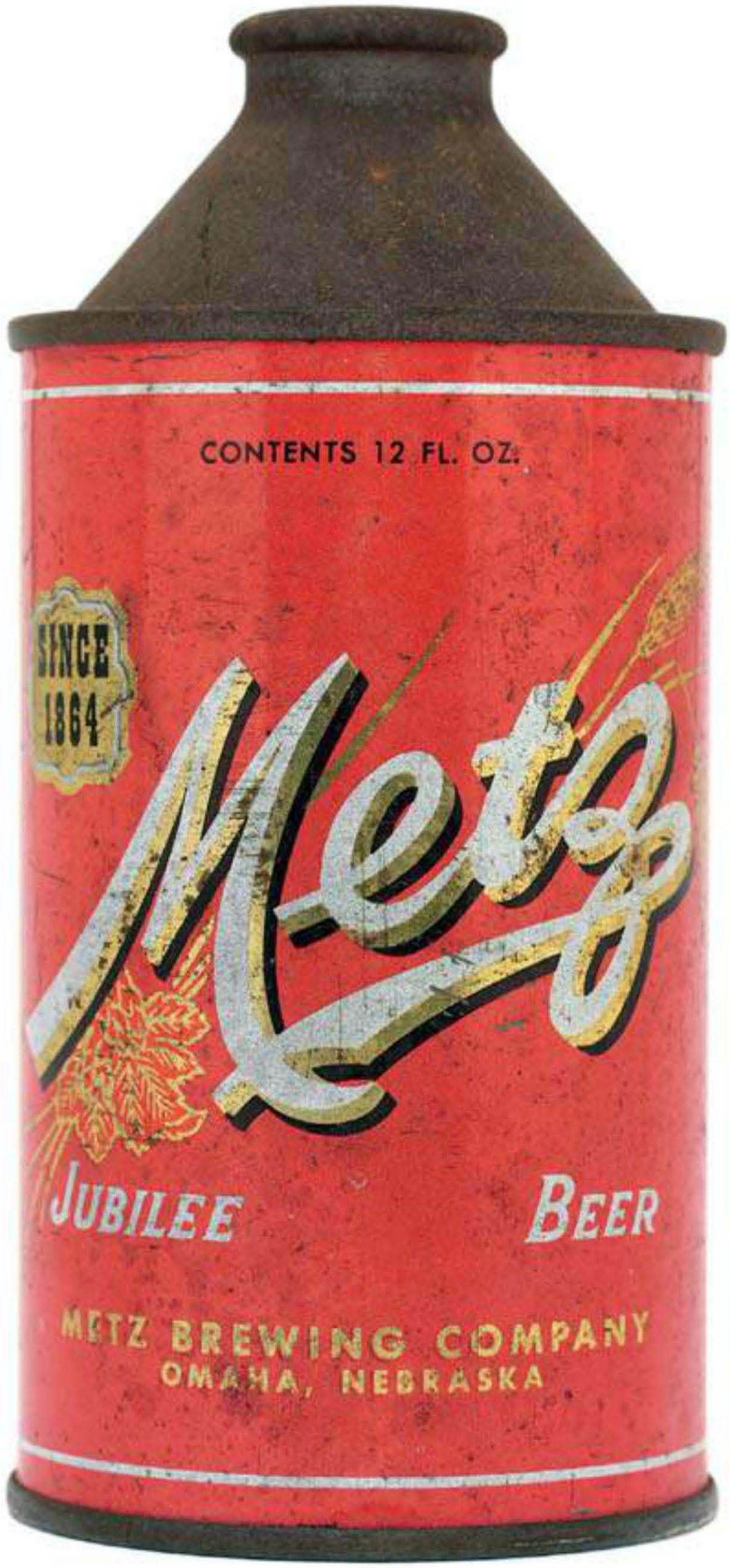
Menominee

CHAMPION

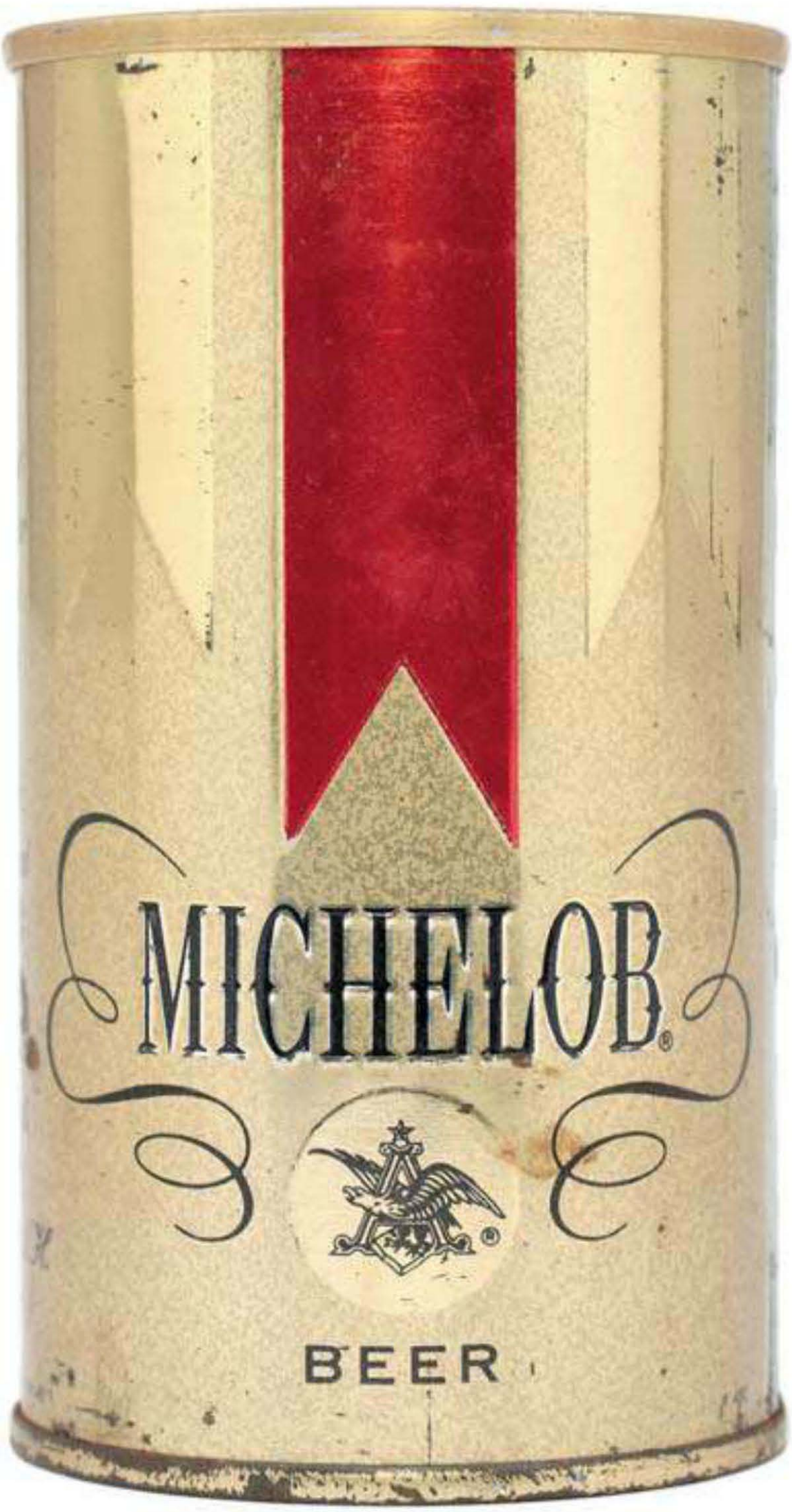
"THE BEST WHAT IS"

LIGHT

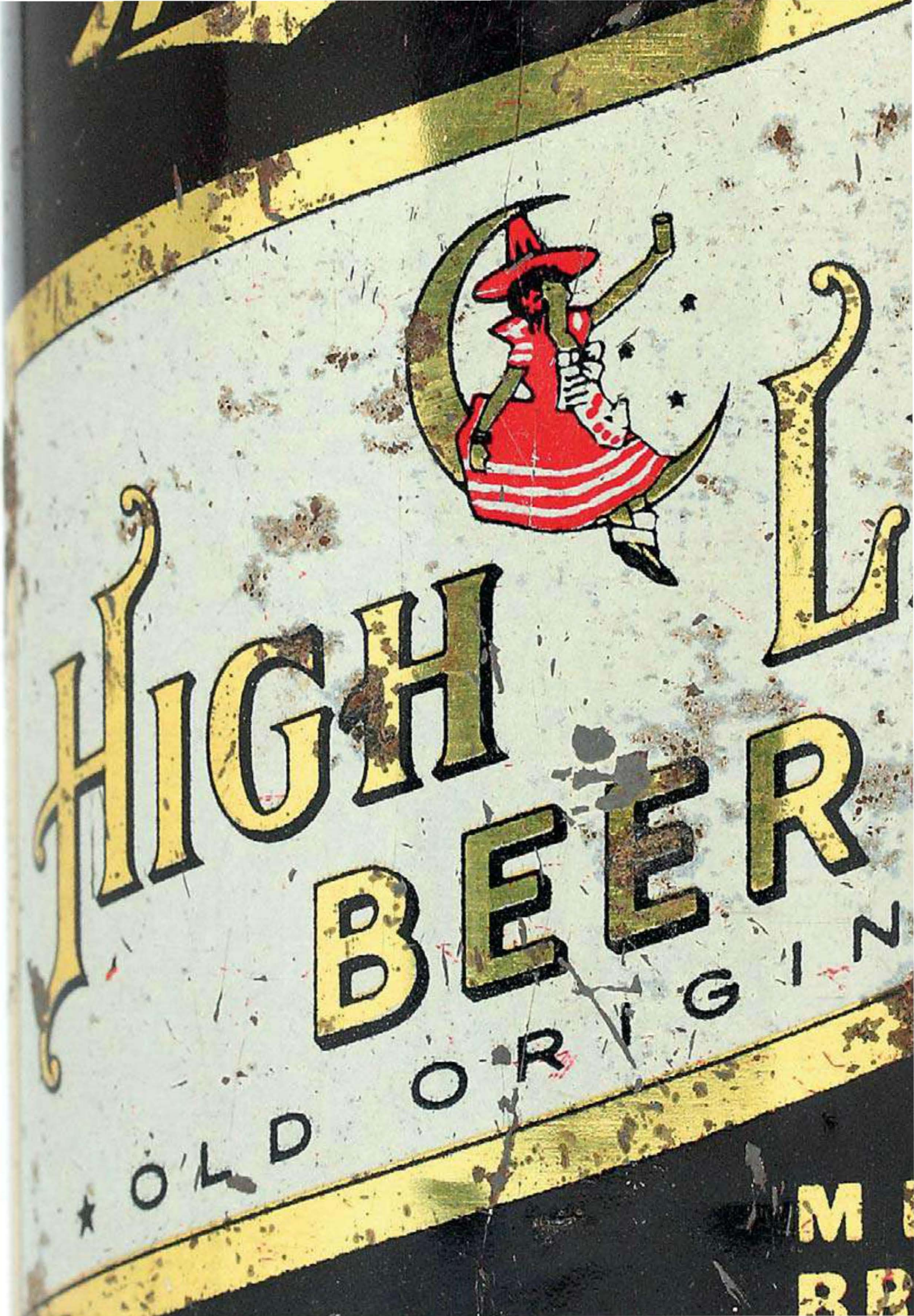
BEER



Metz Brothers Brewing Co.
Omaha, NE | 1950s



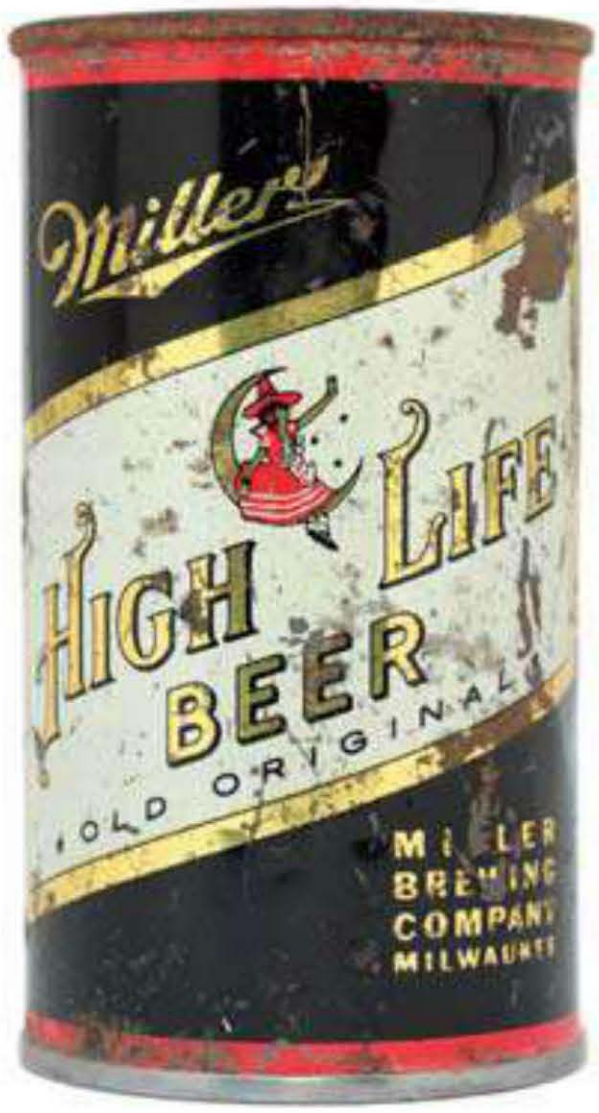
Anheuser-Busch Inc.
St. Louis, MO | 1970s


HIGH
BEER
OLD ORIG
M

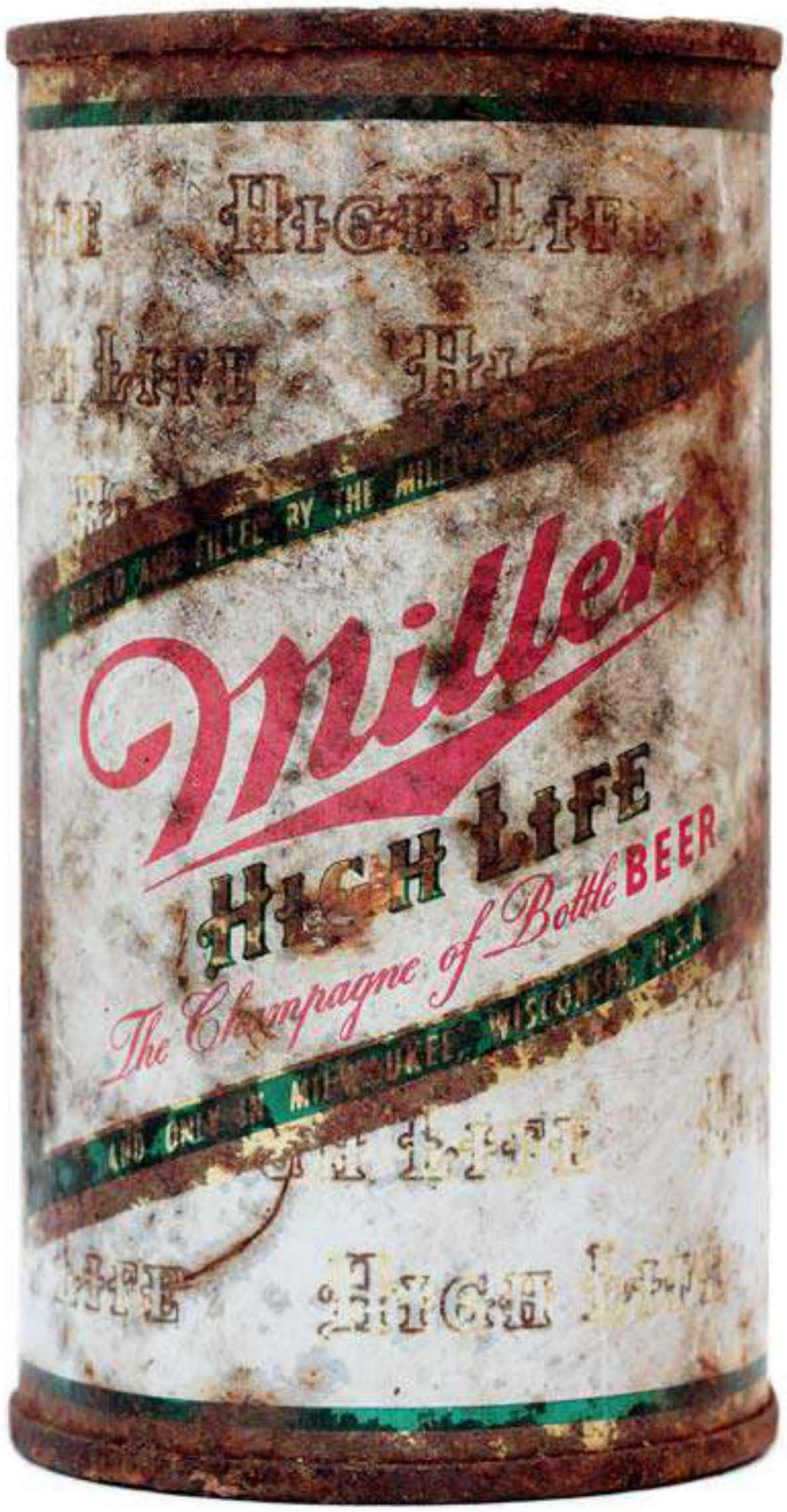
Miller

Founded in 1855 by Fredrick Miller in Milwaukee, Wisconsin, the Miller Brewing Company grew to be one of the largest brewers in the United States.

Throughout its lifespan, Miller has created a number of iconic brands among beer drinkers, including its oldest brand, Miller High Life.



Miller Brewing Co.
Milwaukee, WI | 1940s/1950s



Miller Brewing Co.
Milwaukee, WI | 1950s | front

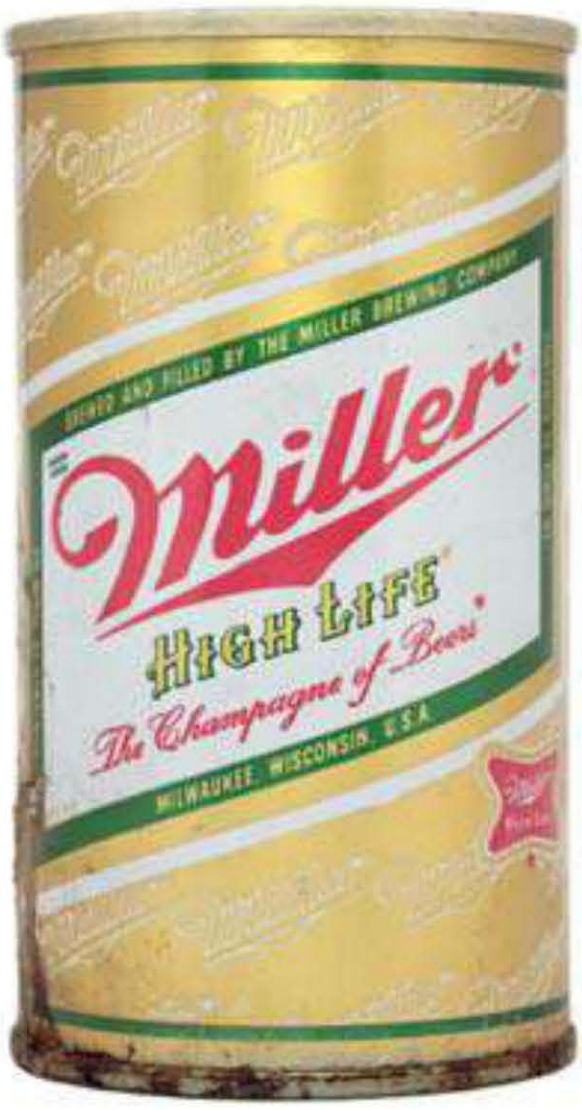
Miller Brewing Co.
Milwaukee, WI | 1950s | back

FOUNDED

Fred C. Miller

1855

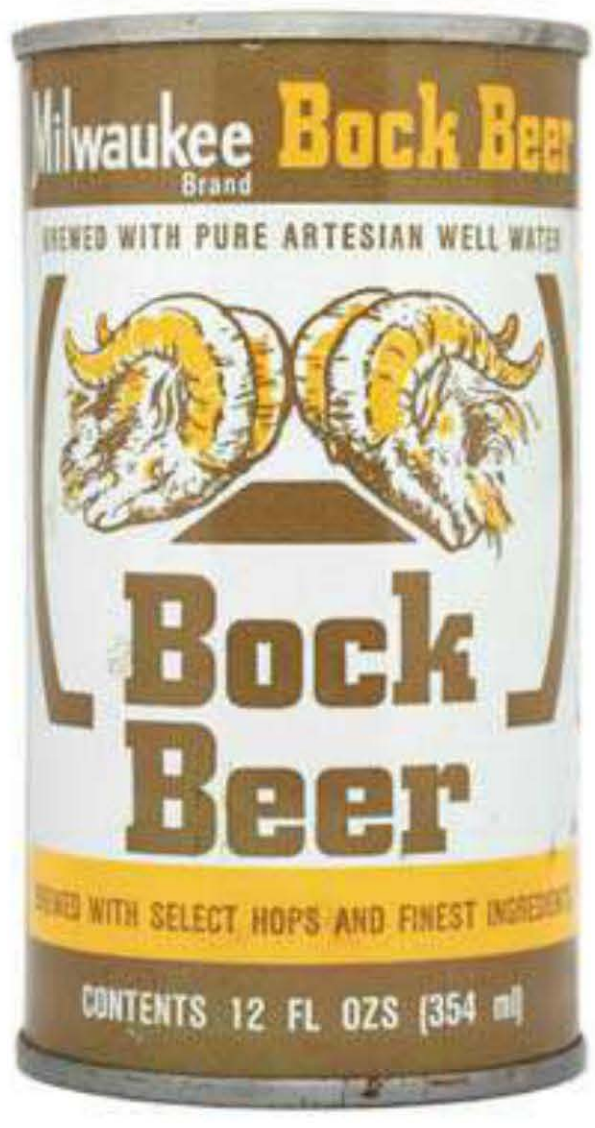
Miller



Miller Brewing Co.
Milwaukee, WI | 1960s

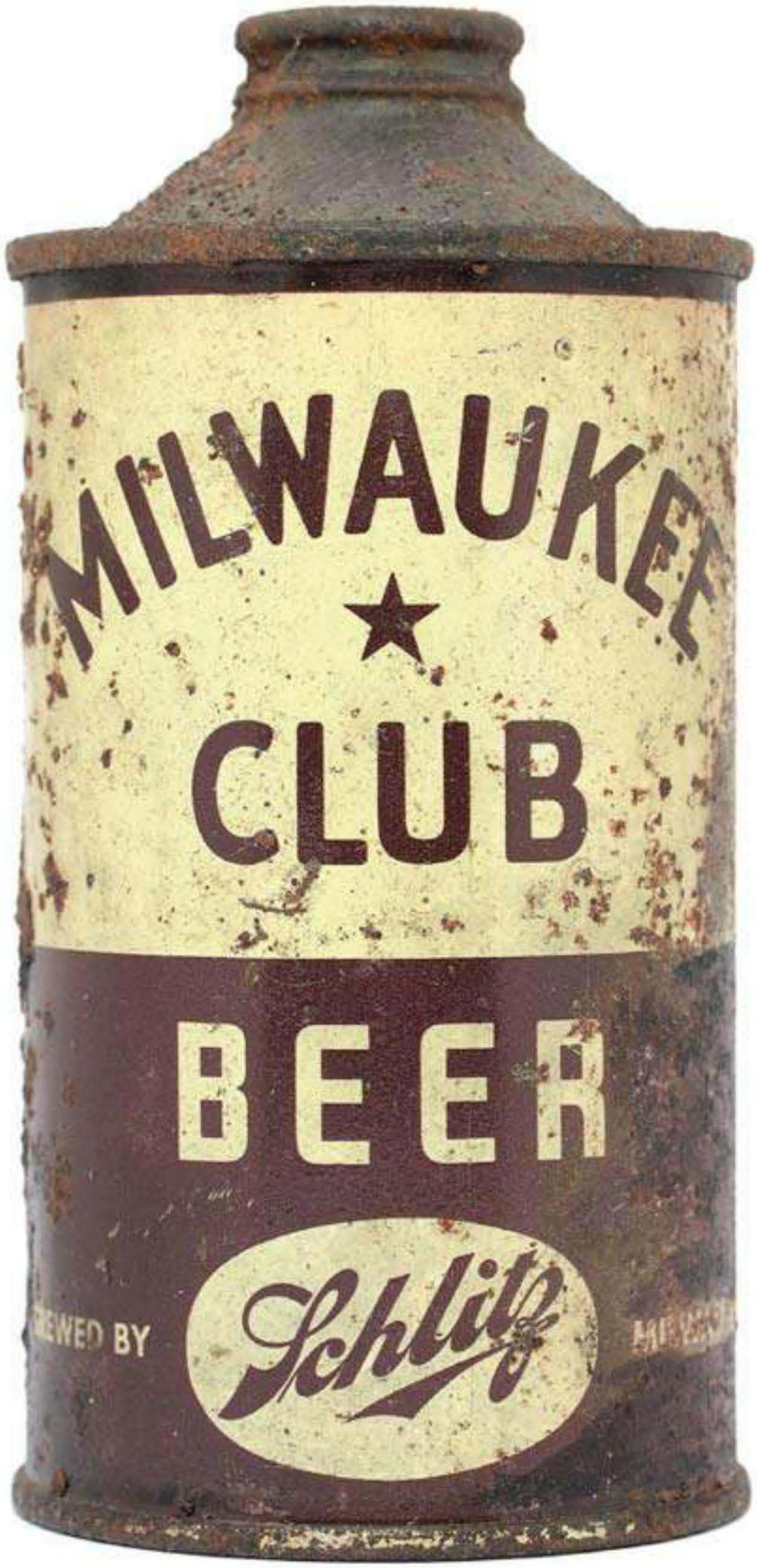
Miller Brewing Co.
Milwaukee, WI | 1970s/1980s

O'Keefe Ltd.
Montreal, Canada | 1980s/1990s



Waukee Brewing Co.
Hammonton, NJ | 1970s

Joseph Schlitz Brewing Co.
Milwaukee, WI | 1930s



Joseph Schlitz Brewing Co.
Milwaukee, WI | 1930s/1940s

MOLSON

CANADIA

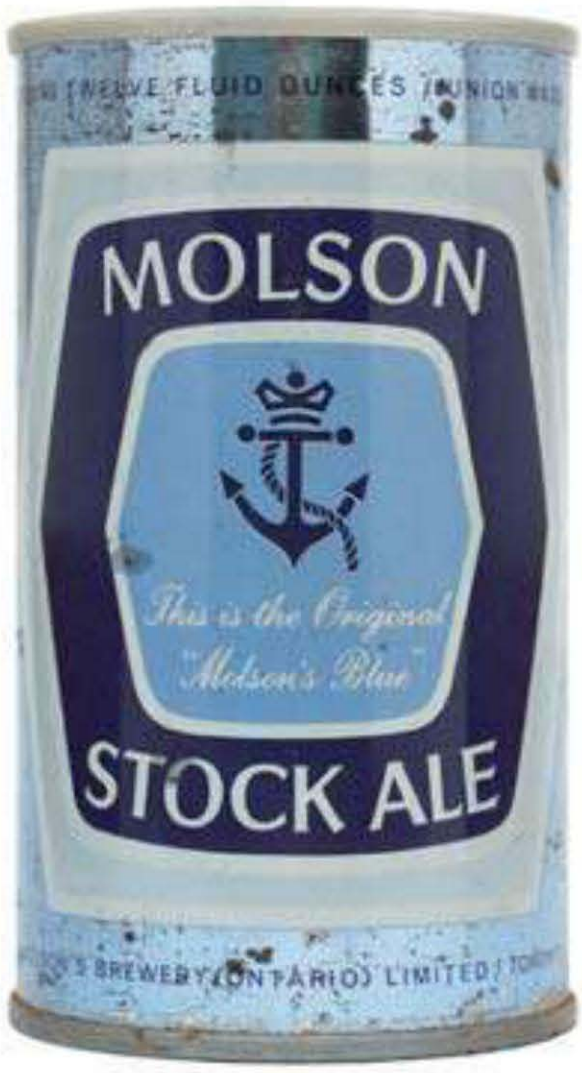
BIÈRE

Lager

Molson

This Canadian brewery was founded in 1786 in Montreal, Canada, making it the oldest brewery in North America. A range of icons have been associated with the brand and its variants, most notably the maple leaf from Canada's flag, declaring the brand's patriotism.

Molson Breweries
Montreal, Canada | 1970s

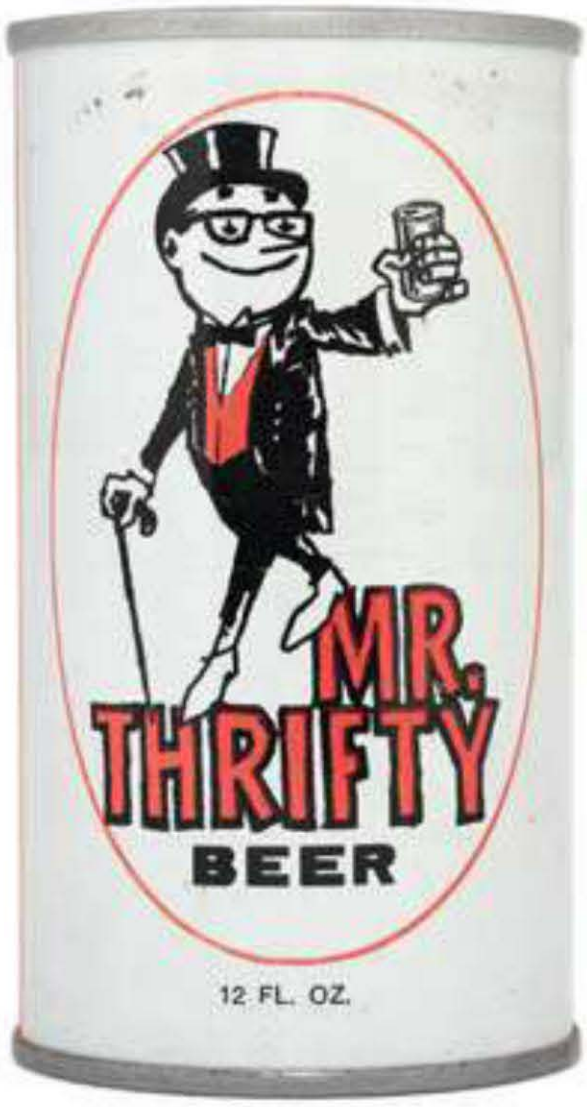


Molson Breweries
Montreal, Canada | 1970s

Molson Breweries
Montreal, Canada | 1980s/1990s

Moosehead Breweries Ltd.
Dartmouth, Canada | 1970s

Moretti S.P.A.
Udine, Italy | 1970s



Royal Brewing Co.
New Orleans, LA | 1970s

Geo. Muehlebach Brewing Co.
Kansas City, MO| 1950s

The Burger Brewing Co.
Akron, OH | 1950s

Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s

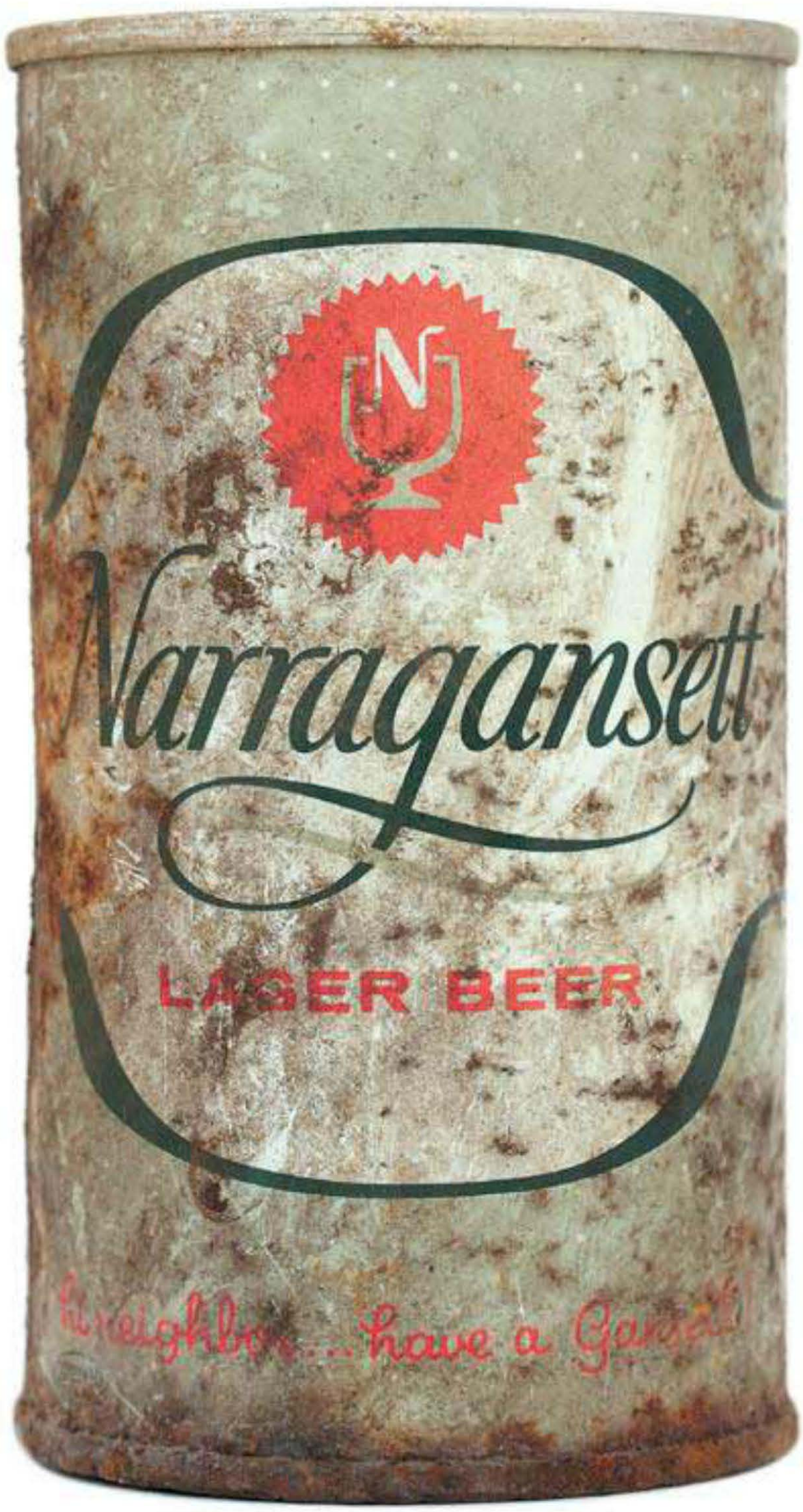
Brasserie de Mützig
Mützig, France | 1970s/1980s

KPORT

BEBI

CONT. 33 cl.

BIERE D'ALSACE



Narragansett Brewery
Cranston, RI | 1960s

Narragansett Brewery
Cranston, RI | 1970s/1980s

NATIONAL

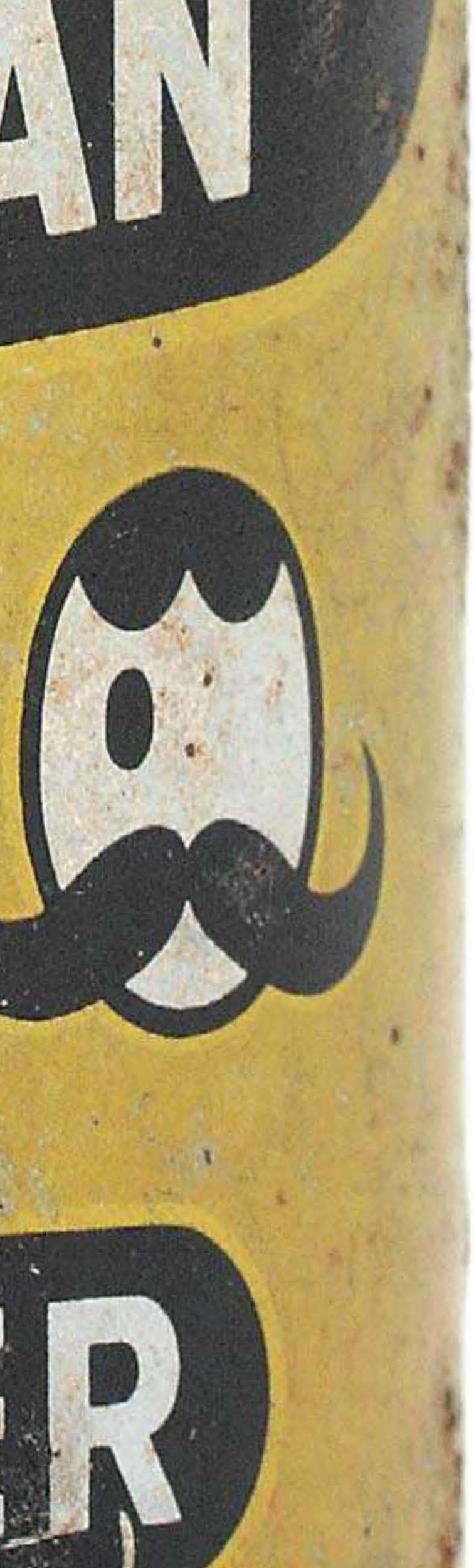
BOHEMIAN

PALE BEER

National Bohemian

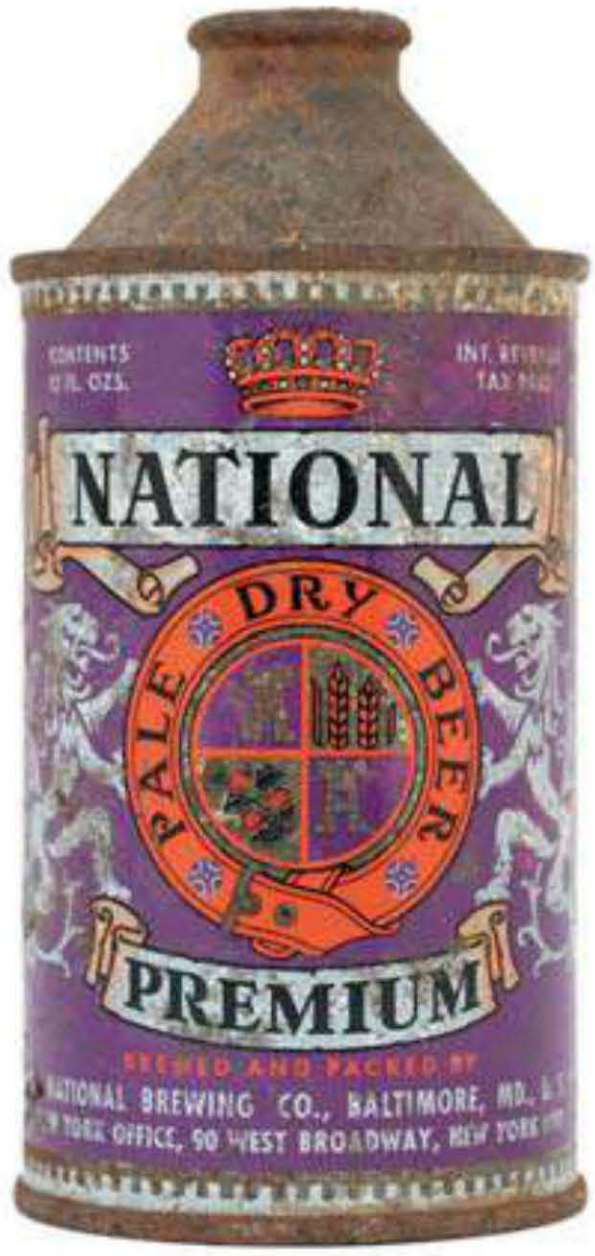
Often referred to as “Natty Boh,” National Bohemian was the creation of National Brewing in Baltimore, Maryland, where it became the “official” beer of the city.

The brand’s mascot, Mr. Boh—a man with one eye and a handlebar mustache—evolved with the brand over the years. Mr. Boh remains a recognizable icon of the brand to this day.

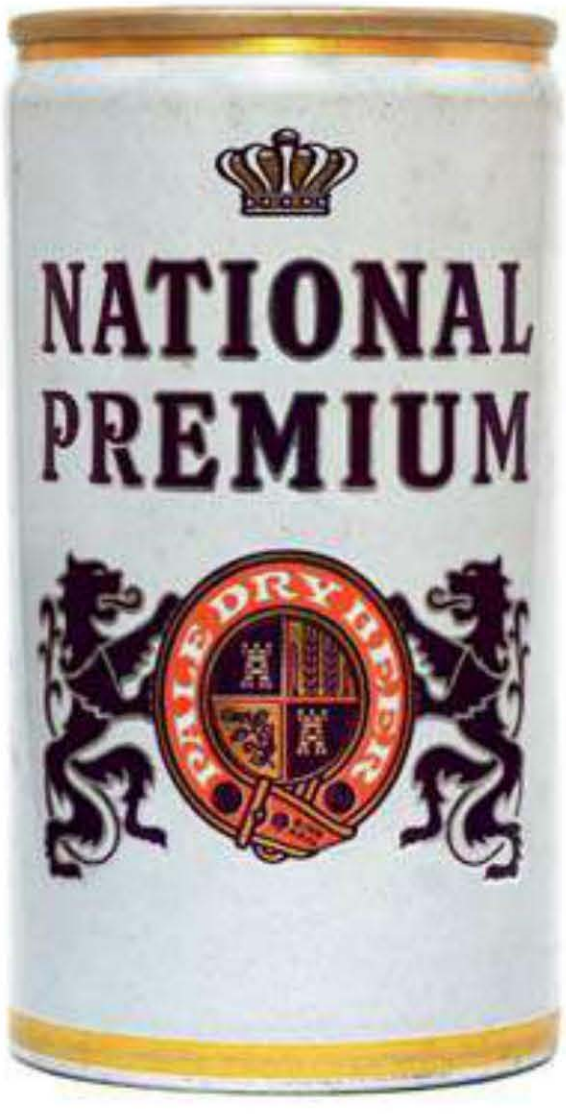


National Brewing
Baltimore, MD | 1950s

Carling National Breweries
Baltimore, MD | 1970s/1980s



National Brewing
Baltimore, MD | 1950s



National Brewing
Baltimore, MD | 1970s/1980s

Louis F. Neuweiler's Sons
Allentown, PA | 1940s

ONTENTS
FL. OZS.

INT. REVE
TAX PA

NATIONAL

DRY

ALE

BEER

Newcastle Breweries Ltd.
Newcastle, England | 2000s

Washington Breweries Inc.
Columbus, OH | 1940s/1950s

NORTHERN

N

SUPERIOR

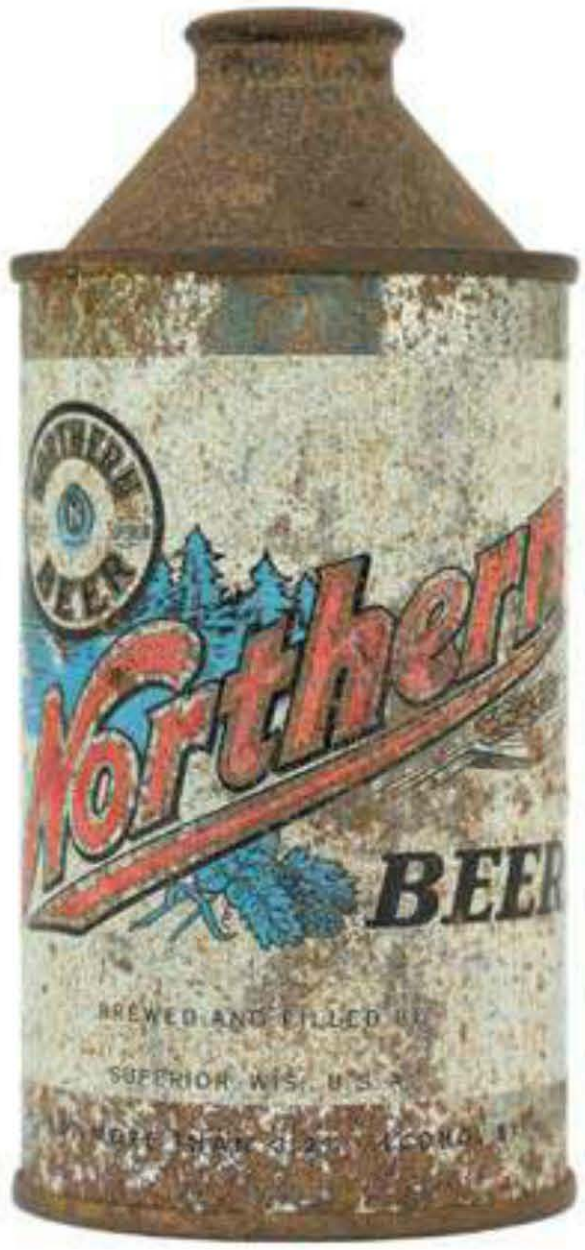
BEER

NORTHERN

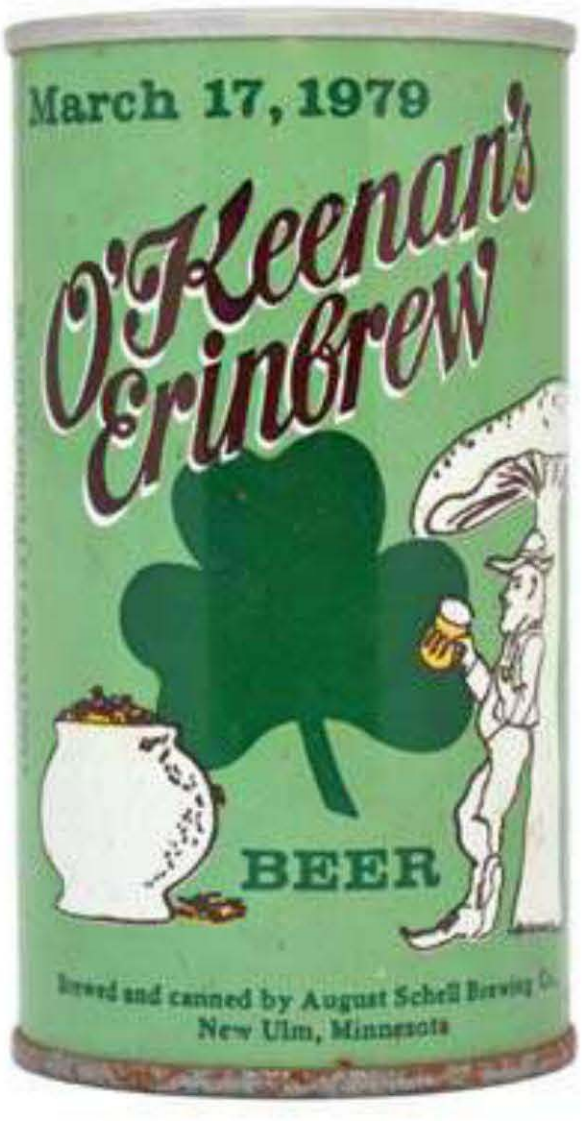
BREWING

Northern

Located in the northern reaches of Wisconsin, Northern Brewing became one of the most successful industries in the region. However, in the 1960s, a bad batch of beer resulted in returns and the loss of longtime accounts. In 1967, the company ceased production, and was eventually bought by Cold Spring Brewing of Minnesota.



Northern Brewing Co.
Superior, WI | 1950s

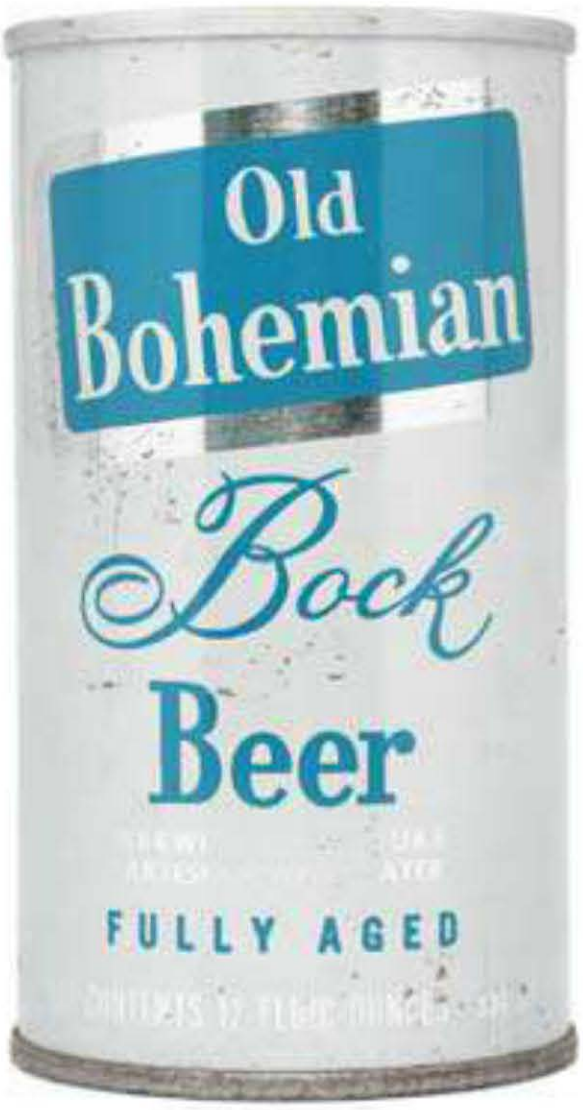


August Schell Brewing Co.
New Ulm, MN | 1970s

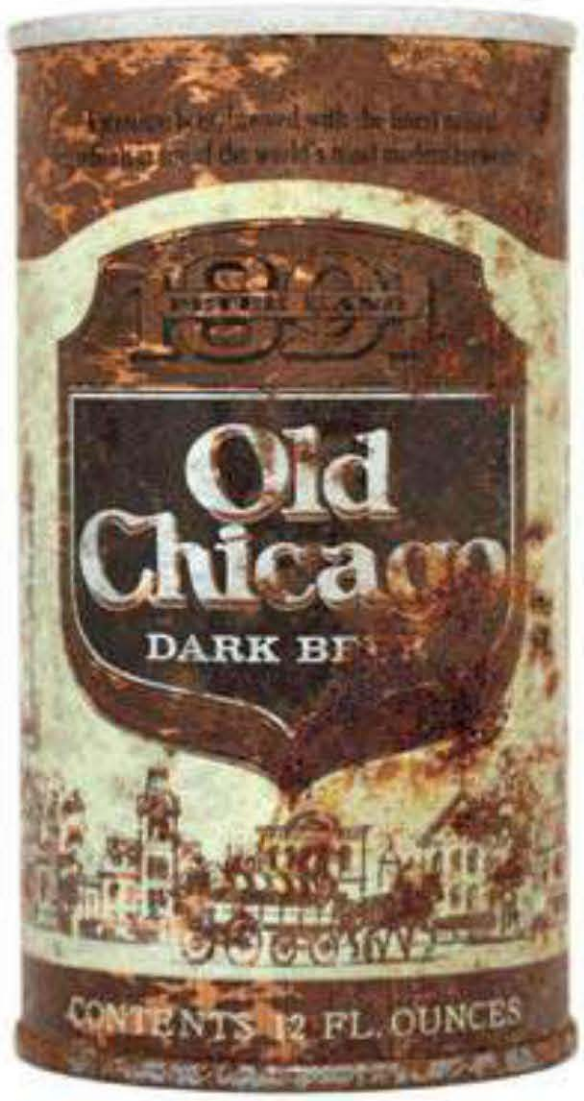
Oconto Brewing Co.
Oconto, WI | 1950s/1960s

Oertel Brewing Co., Inc.
Louisville, KY | 1940s/1950s

Molson Breweries
Etobicoke, Canada | 1970s

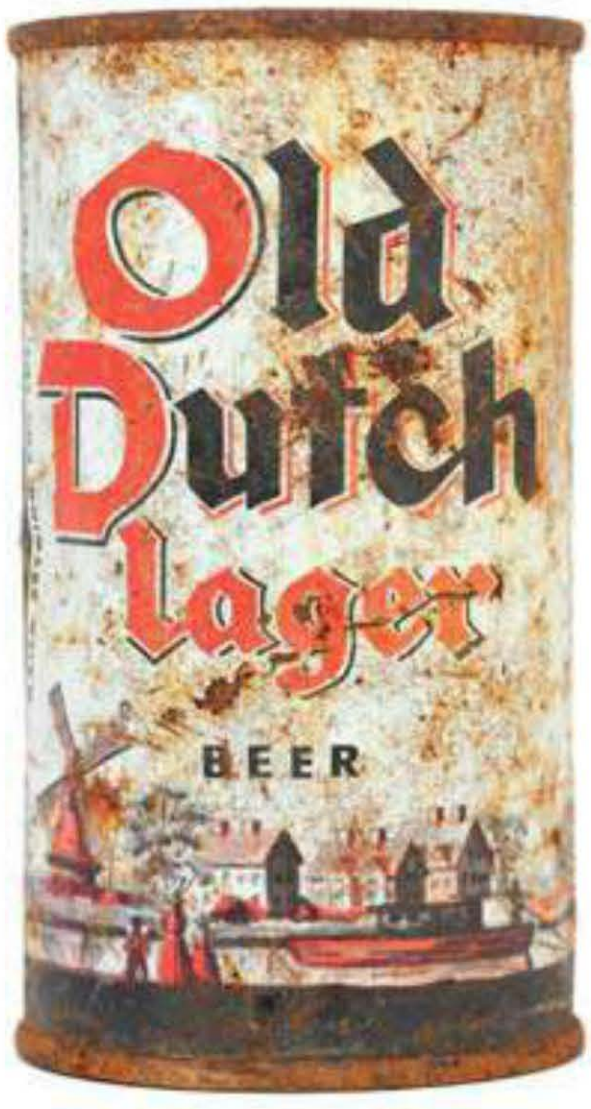


Eastern Brewing Co.
Hammonton, NJ | 1970s



Peter Hand Brewing Co.
Chicago, IL | 1970s

Peter Hand Brewing Co.
Chicago, IL | 1970s



Maier Brewing Co.
Los Angeles, CA | 1950s

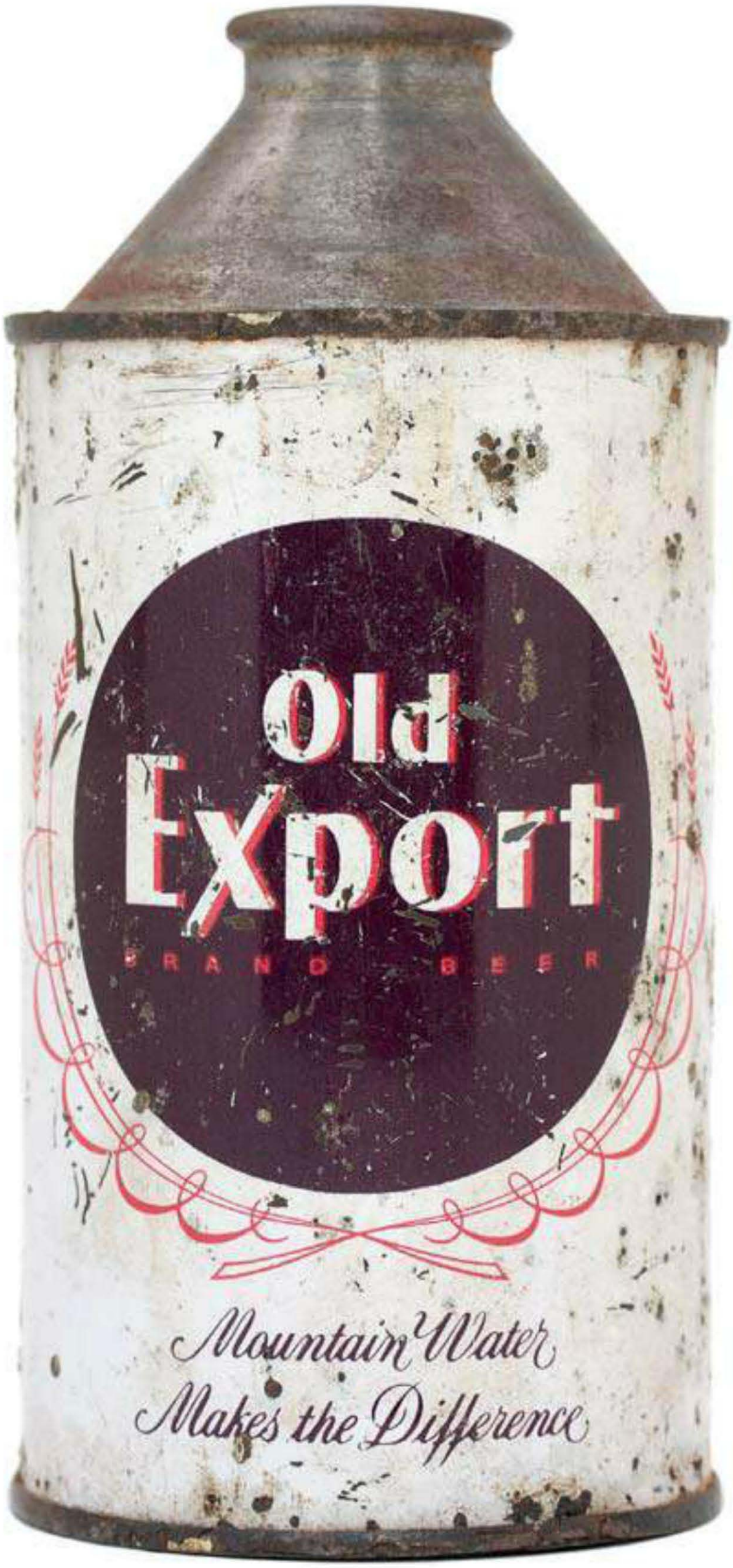
Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s

Old Dutch®

BRAND

THE GOOD BEER

CHOICE HOPS, MALT, CORN, AND PUREST WATER



The Cumberland Brewing Co.
Cumberland, MD | 1940s/1950s

Northampton Brewing Co.
Northampton, PA | 1940s/1950s

Heurich

TRADE MARK

PREMIUM QUALITY

BEER

CUMBERLAND CANAL

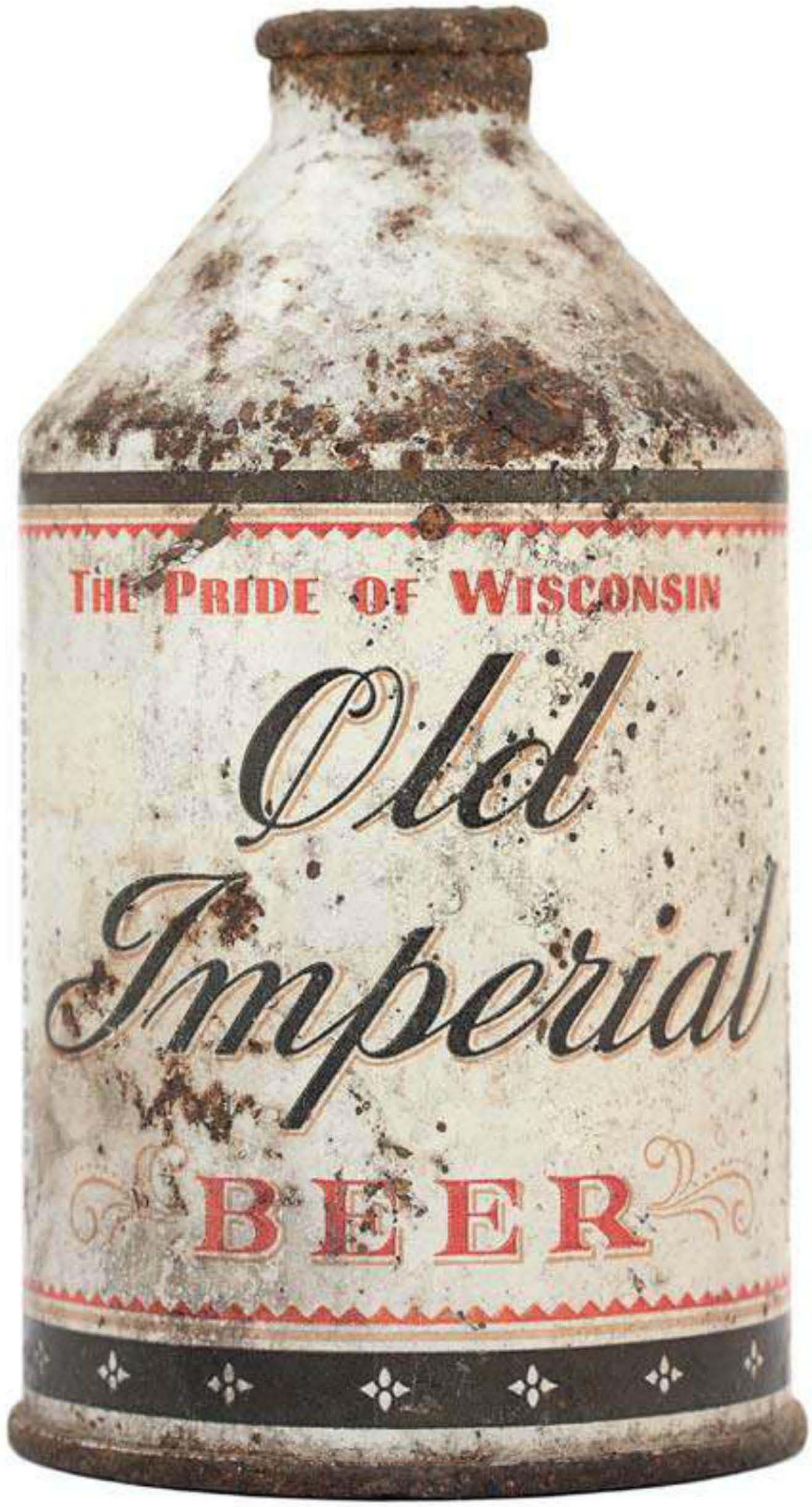
CHRISTIAN HEURICH BREWING CO.
WASHINGTON, D.C.

Old Georgetown

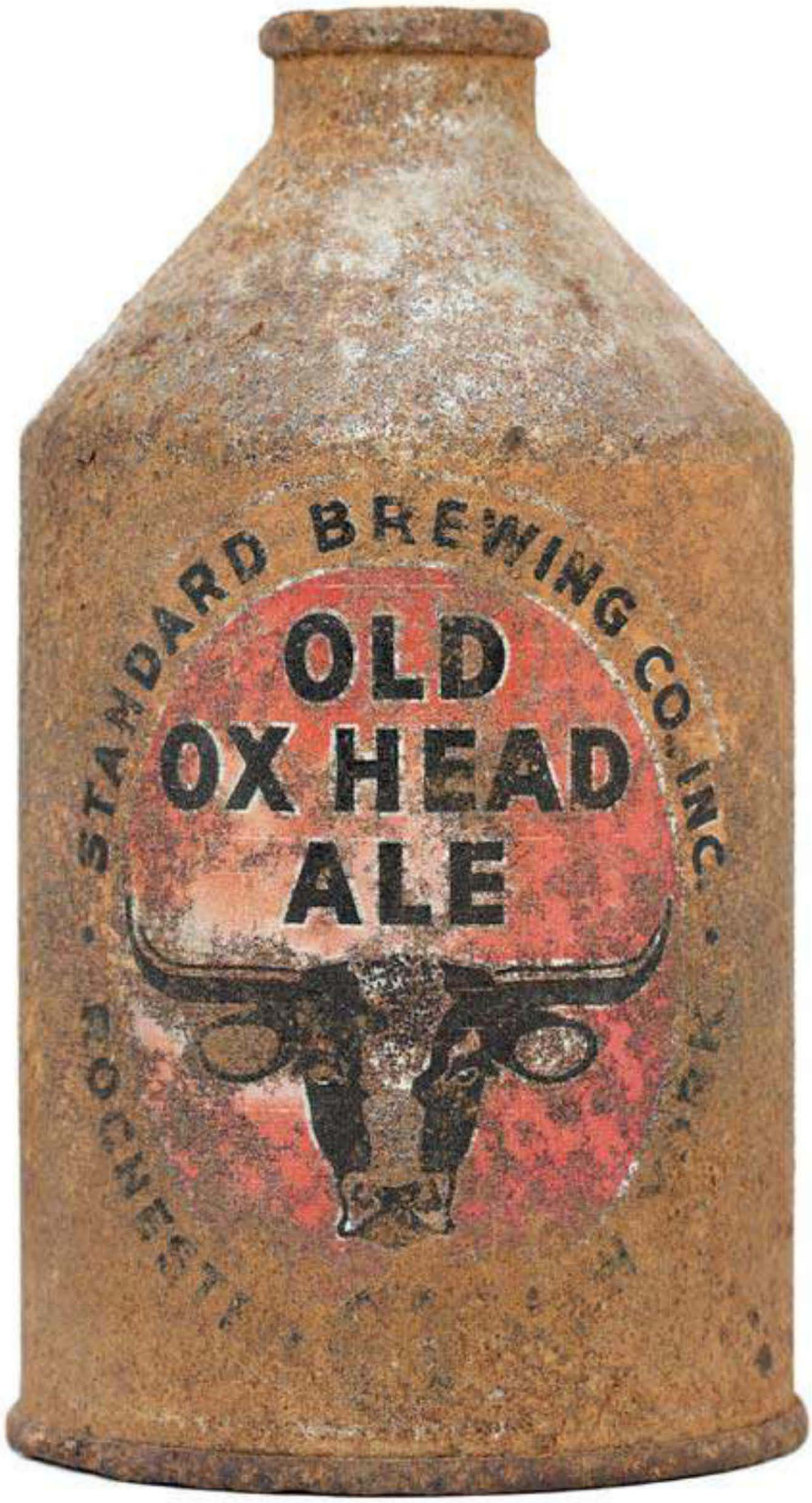
Initially only available on draft, Old Georgetown beer was first canned in the spring of 1950 by the Christian Heurich Brewery of Washington, D.C. The beer was fairly successful, and became the brewery's centerpiece in its marketing materials.

Multiple versions of this can exist, each featuring a map of the United States capital, highlighting some of the city's many landmarks.

Christian Heurich Brewing Co.
Washington, D.C. | 1940s



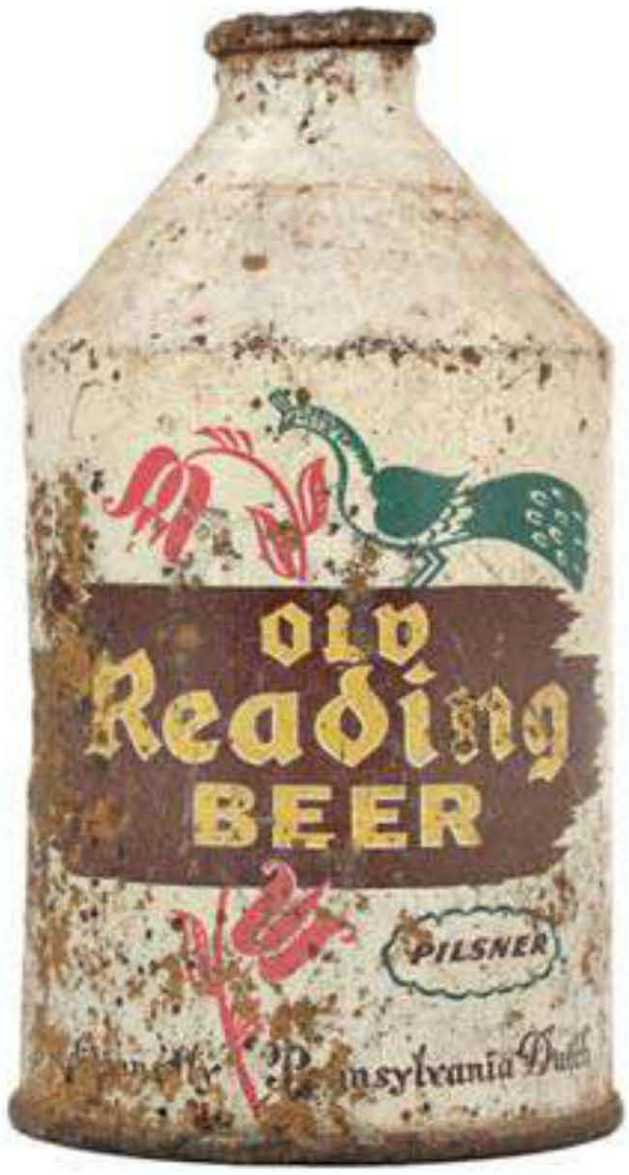
Rahr-Green Bay Brewing Co.
Green Bay, WI | 1940s/1950s



Standard Brewing Co., Inc.
Rochester, NY | 1940s/1950s

OLD

The Old Reading Brewery Inc.
Reading, PA | 1930s

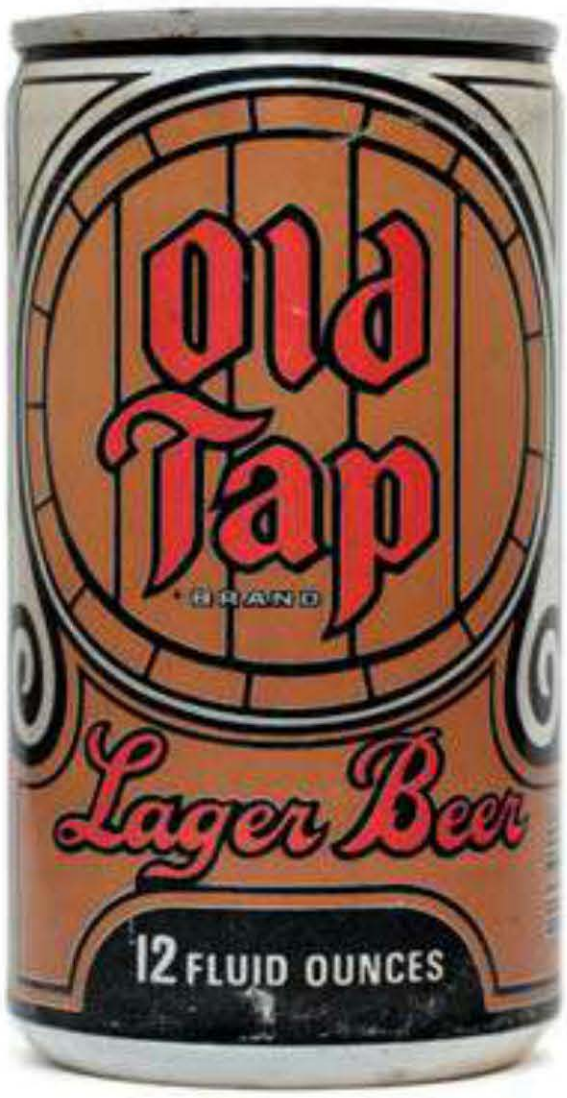


Old Reading Brewery Inc.
Reading, PA | 1940s/1950s

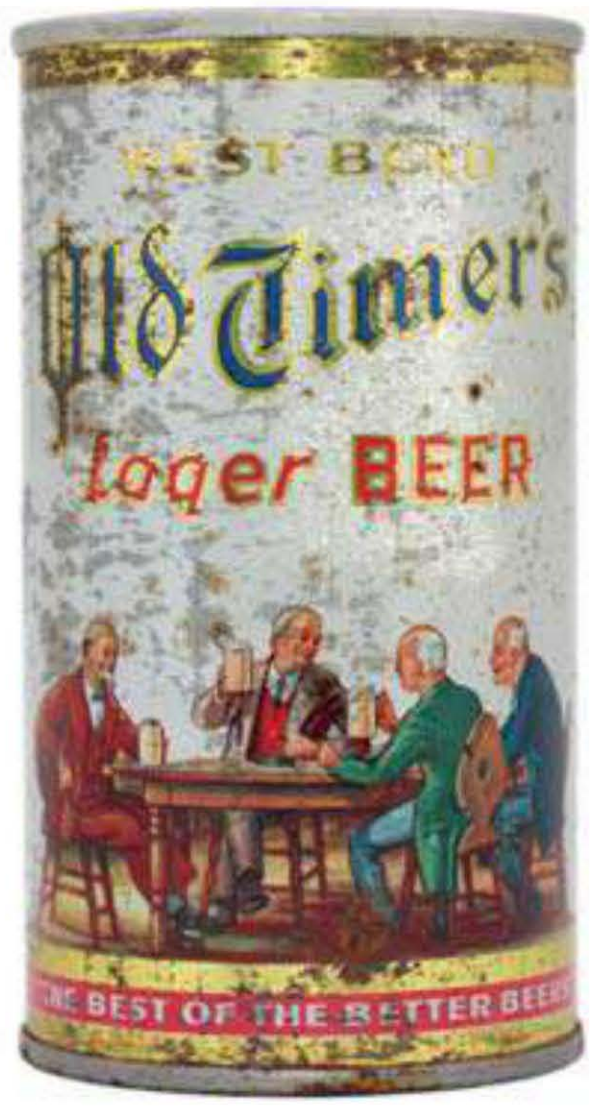
G. Heileman Brewing Co.
La Crosse, WI | 1960s/1970s

G. Heileman Brewing Co.
La Crosse, WI | 1930s/1940s

G. Heileman Brewing Co.
La Crosse, WI | 1950s



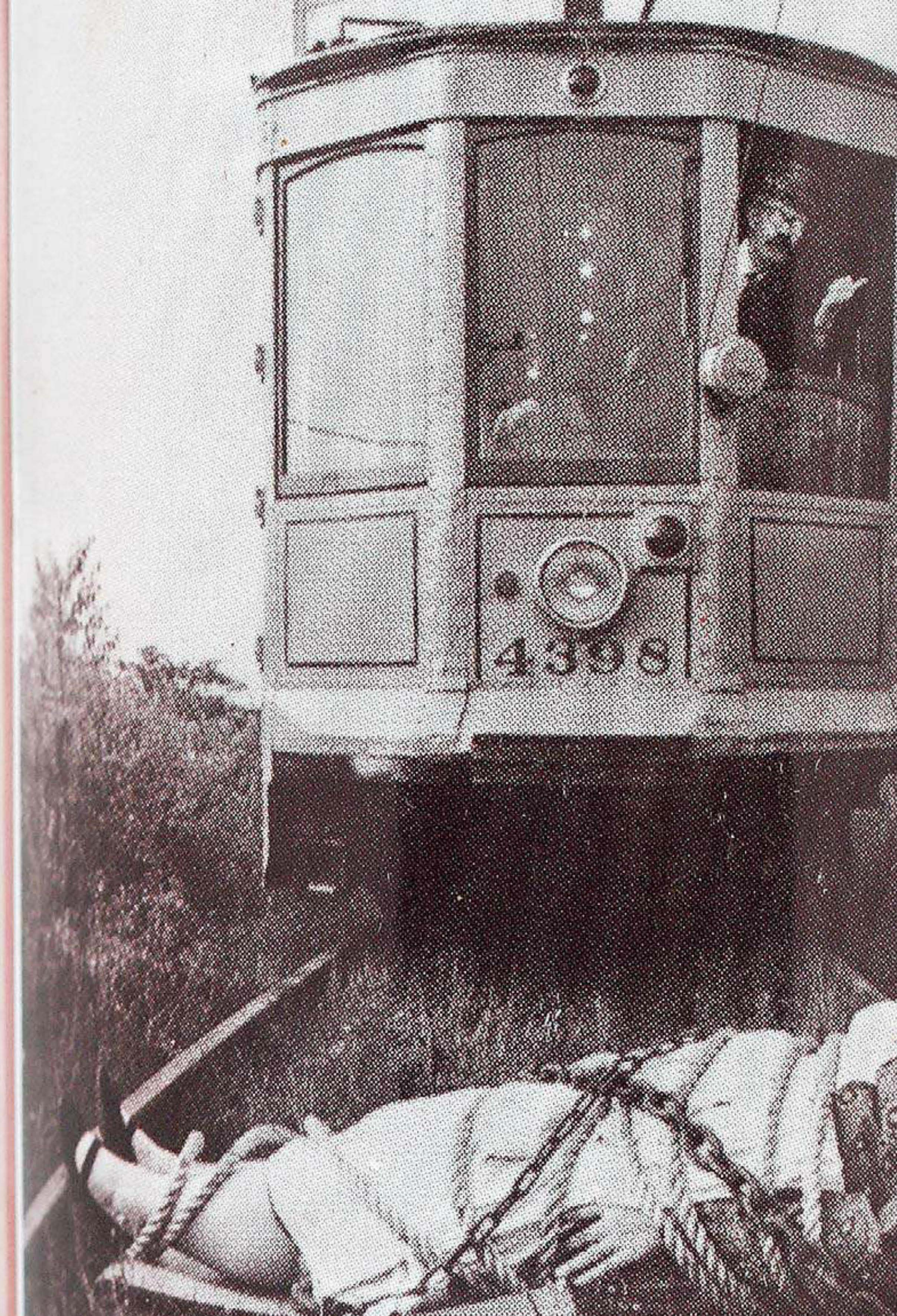
Pabst Brewing Co.
Los Angeles, CA | 1970s/1980s



Walter Brewing Co.
Eau Claire, WI | 1970s

Rochester Brewing Co.
Rochester, NY | 1940s/1950s

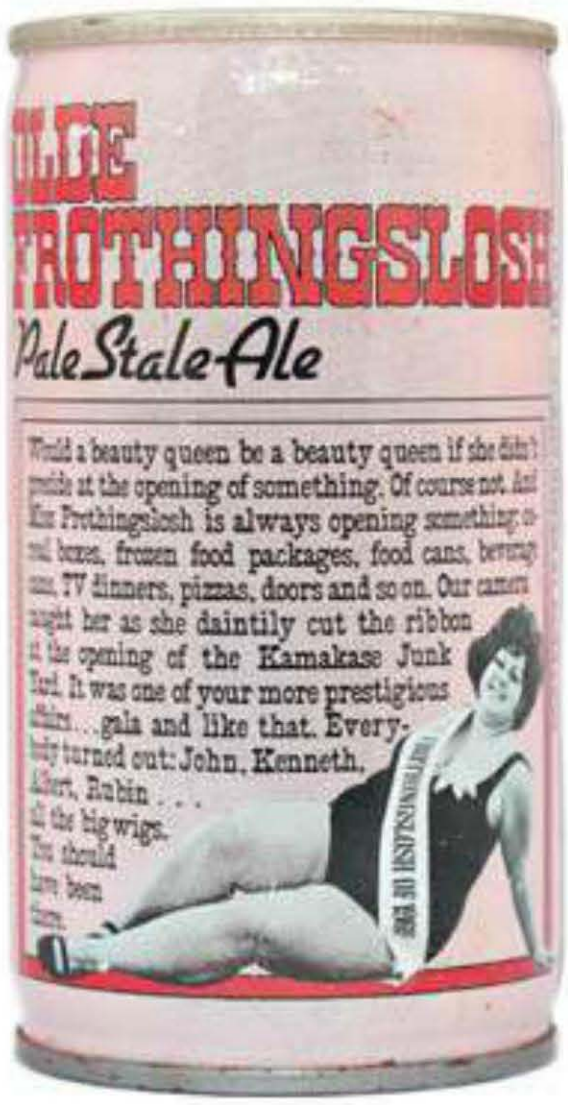
Carling O'Keefe Breweries
Toronto, Canada | 1970s



Olde Frothingslosh

Originally created as a joke by American radio personality Regis Cordic, Olde Frothingslosh was created by a local Pittsburgh brewer as a seasonal promotion. The beer became so popular that over thirty different cans were designed and produced.

Carrying the tagline "The Pale Stale Ale with the Foam on the Bottom," these joke cans continue to appeal to collectors today.



Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s | front & back

Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s

Pittsburgh Brewing Co.
Pittsburgh, PA | 1980s

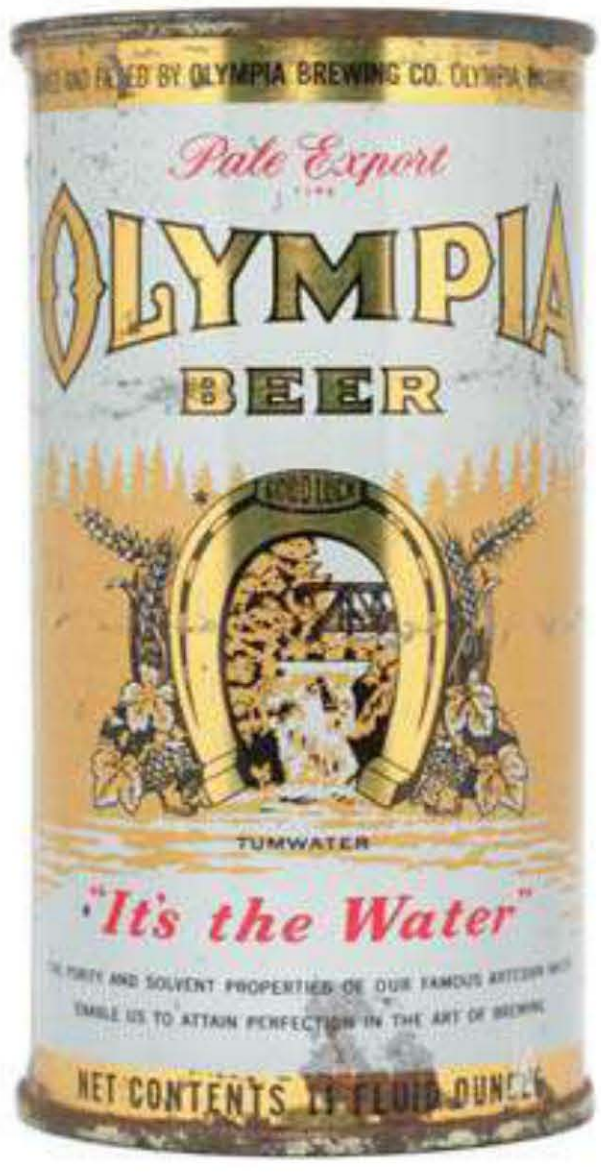
Pittsburgh Brewing Co.
Pittsburgh, PA | 1980s

Pittsburgh Brewing Co.
Pittsburgh, PA | 1980s

The Erie Brewing Co.
Erie, PA | 1970s

Maier Brewing Co.
Los Angeles, CA | 1950s

The New Philadelphia Brewing Co.
New Philadelphia, OH | 1940s/1950s



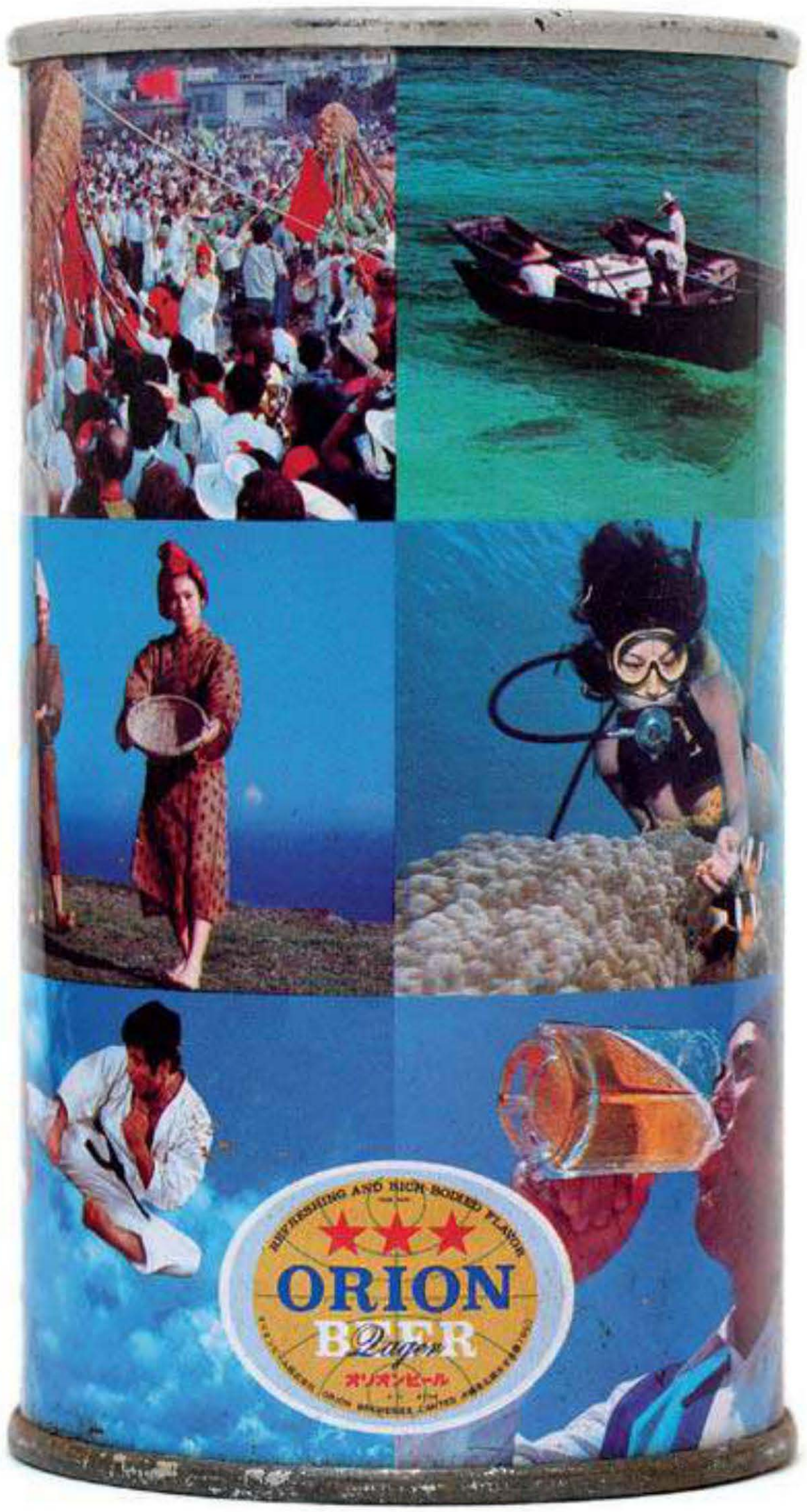
Olympia Brewing Co.
Olympia, WA | 1950s

Oranjeboom Breweries
Rotterdam, The Netherlands | 1970s/1980s

Apenjeboom

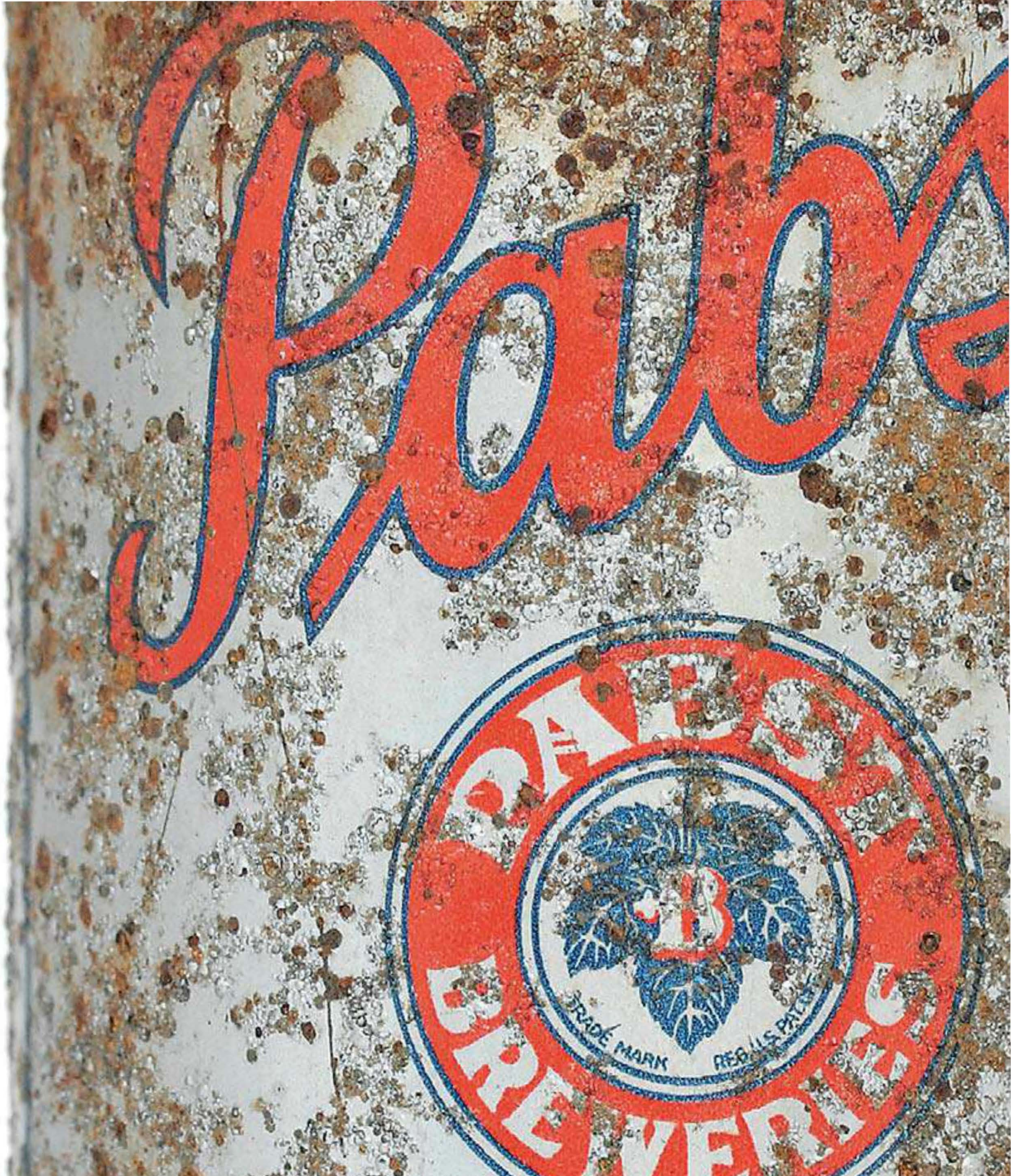
PLESSE VER DE LOOF

APENJEBOOM - ROTTERDAM - HOLLAND



Orion Breweries Ltd.
Nago, Japan | 1970s

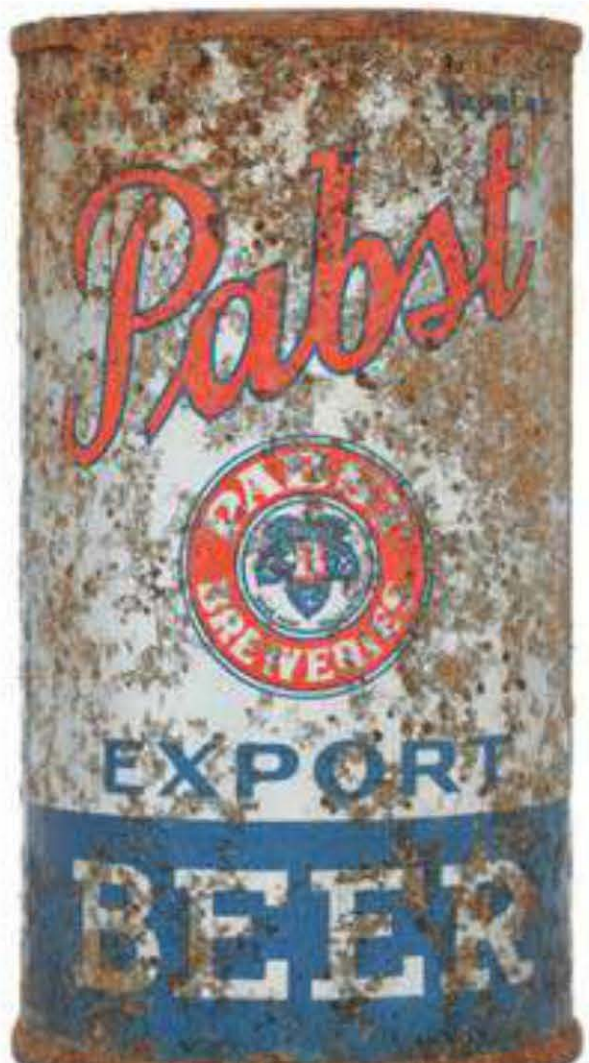
Orion Breweries Ltd.
Nago, Japan | 2000s


TRADE MARK
REG. U.S. PAT. OFF.
EXPORT

Pabst

In August 1935, Pabst became the second brewer to put beer in a can. The canned beer was initially labeled “Export” before the famous Pabst Blue Ribbon name was adopted and the iconic ribbon implemented into the can’s label.

The name “Blue Ribbon” originated in 1882, when Pabst began tying blue silk ribbons to its bottled beer. Over 100 years later, Pabst Blue Ribbon, or PBR, remains one of the most iconic beer brands in history.

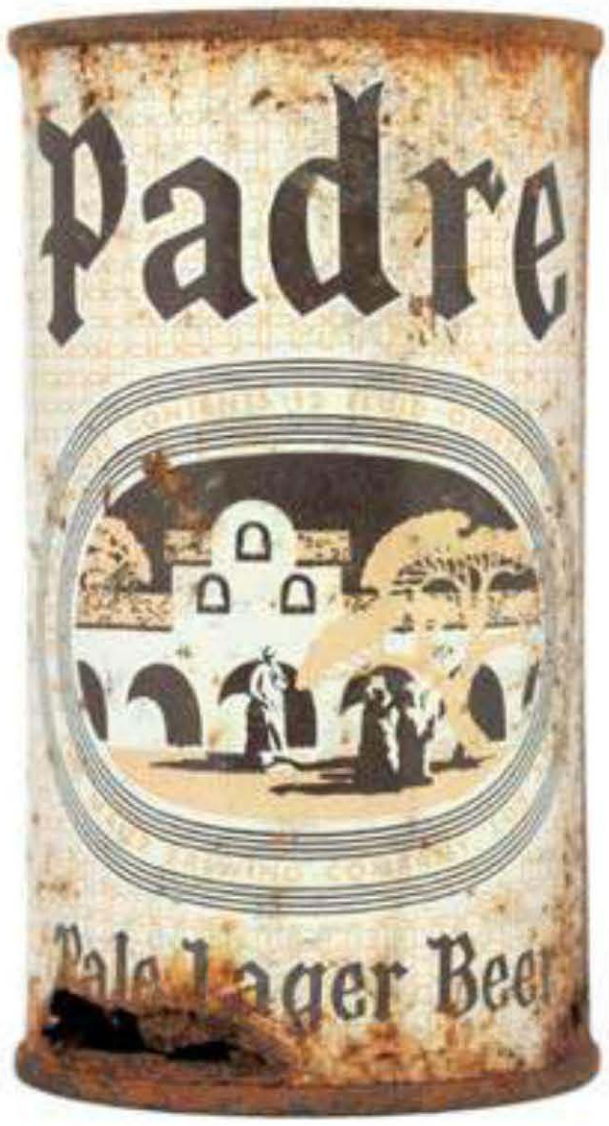


Pabst Brewing Co.
Milwaukee, WI | 1930s

Pabst Brewing Co.
Milwaukee, WI | 1950s

Pabst Brewing Co.
Milwaukee, WI | 1960s

Rainier Brewing Co.
San Francisco, CA | 1930s



Maier Brewing Co.
Los Angeles, CA | 1960s

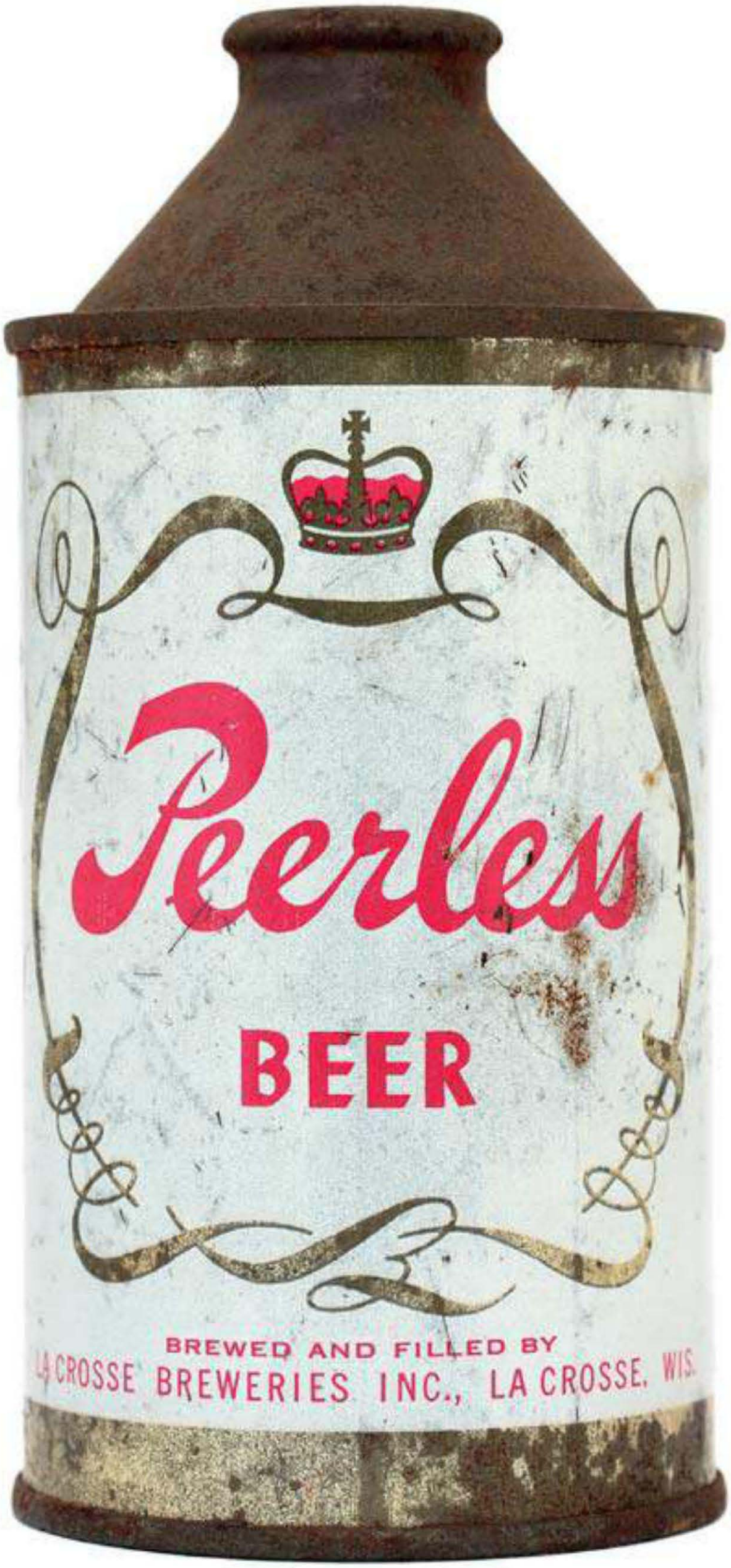
Patrizier Bräu A.G.
Nuremberg, Germany | 1970s

Paulaner-Salvator Thomasbrau A.G.
Munich, Germany | 1970s

Pacific

LAGER

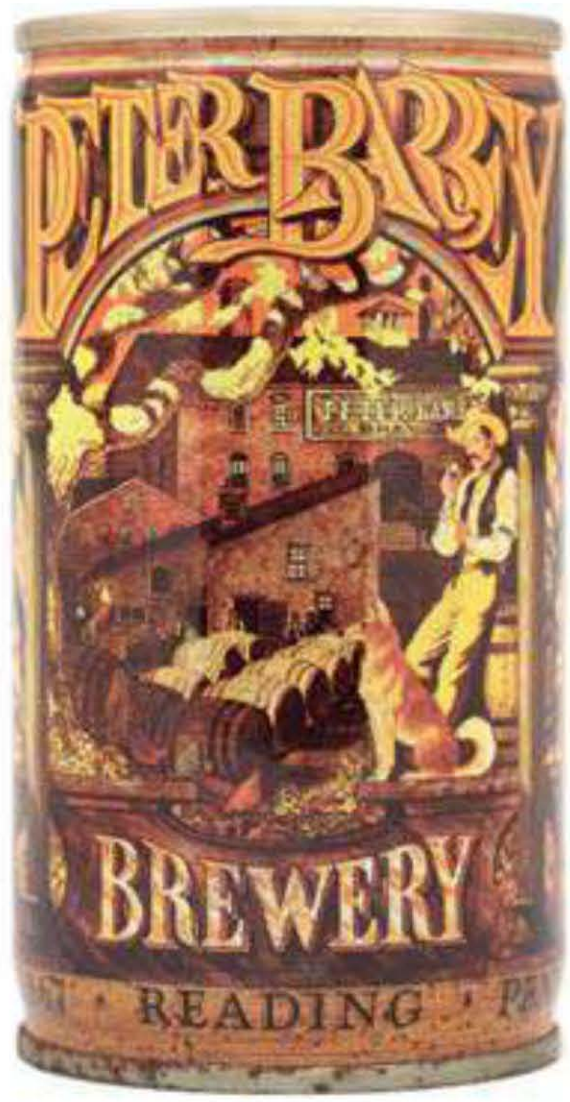
BEER



La Crosse Breweries Inc.
La Crosse, WI | 1940s/1950s

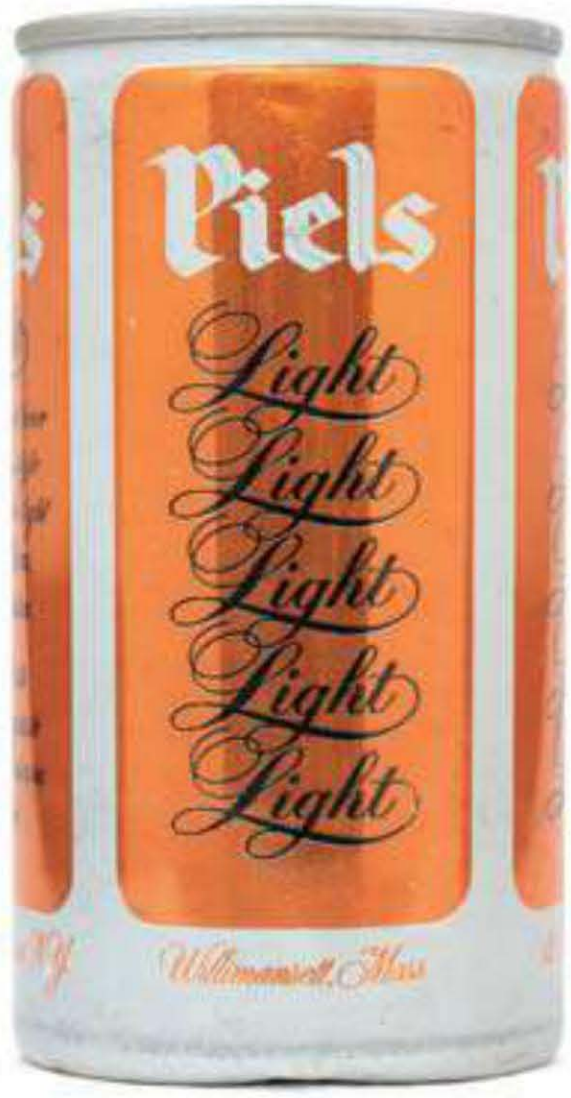
Lebanon Valley Brewing Co.
Lebanon, PA | 1960s

Birra Peroni
Rome, Italy | 1970s

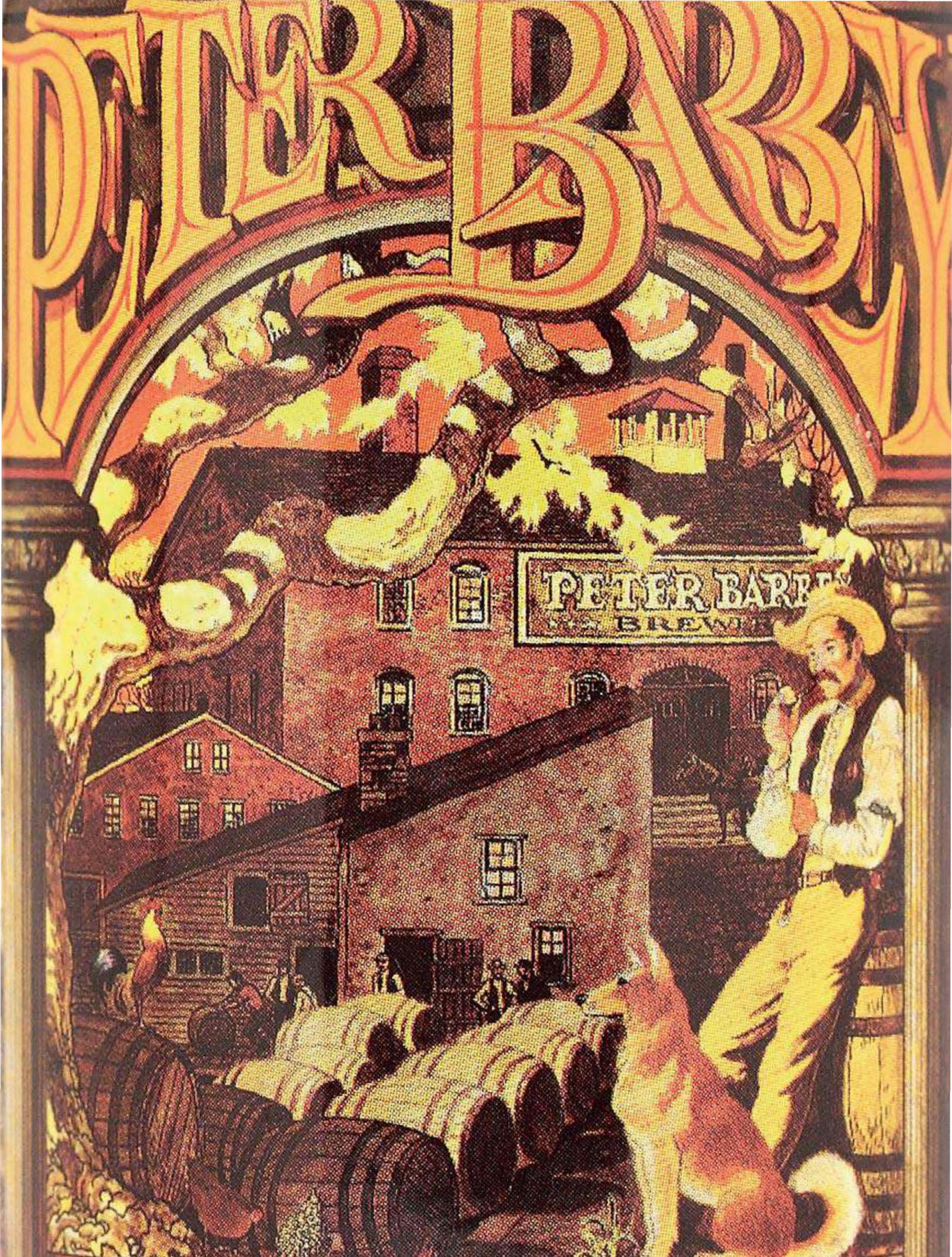


Joseph Huber Brewing Co.
Monroe, WI | 1970s

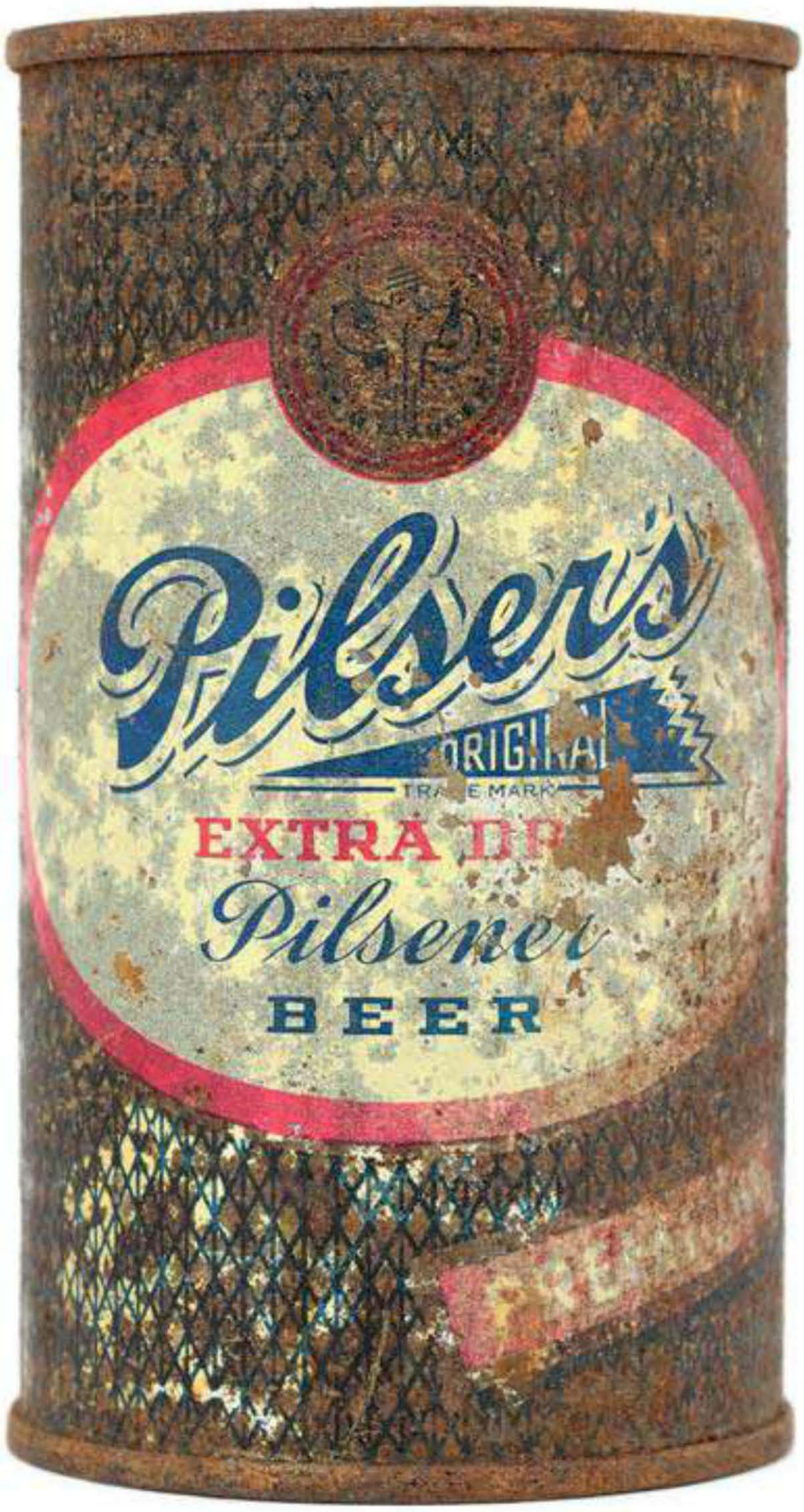
Piels Bros. Brewing Co.
Brooklyn, NY | 1960s



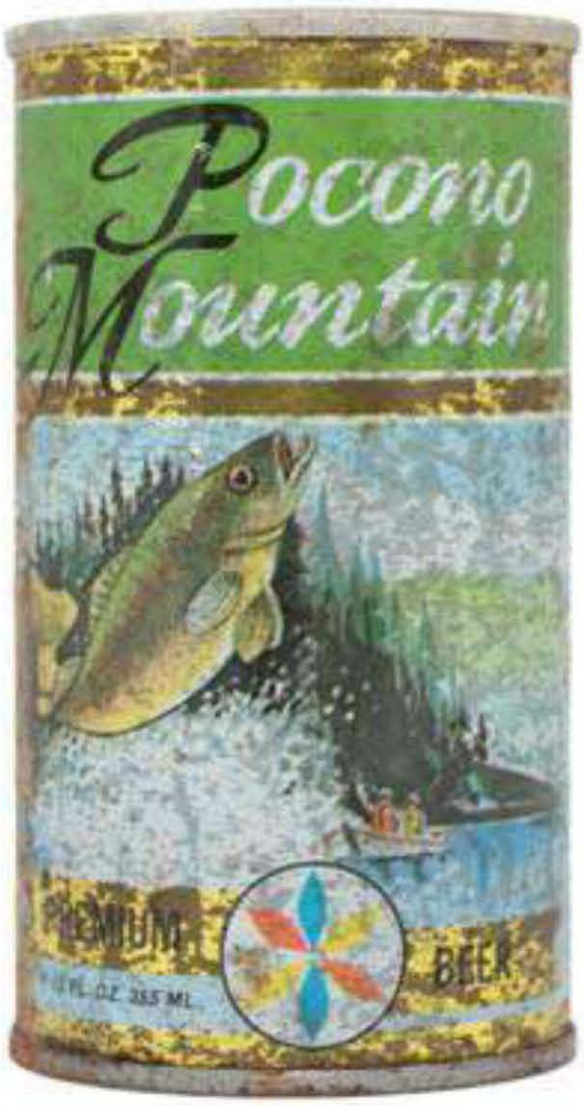
Piels Bros.
Willimansett, MA | 1970s/1980s


PETER BAR
BREW

Pilser Brewing Co.
Bronx, NY | 1930s

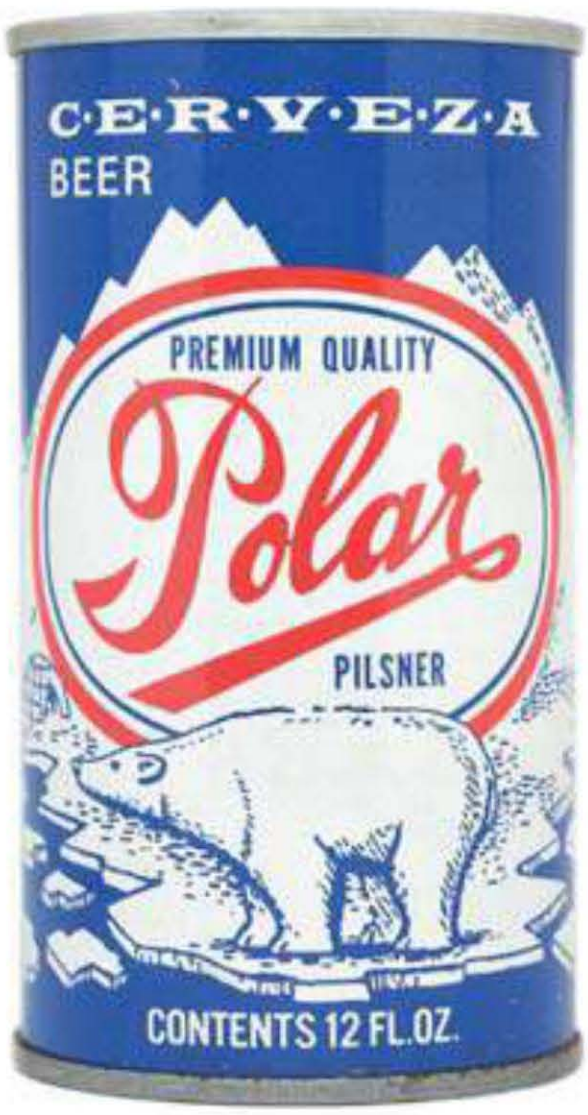


Metropolis Brewing Co.
New York, NY | 1960s



D.G. Yuengling & Son Inc.
Pottsville, PA | 1970s

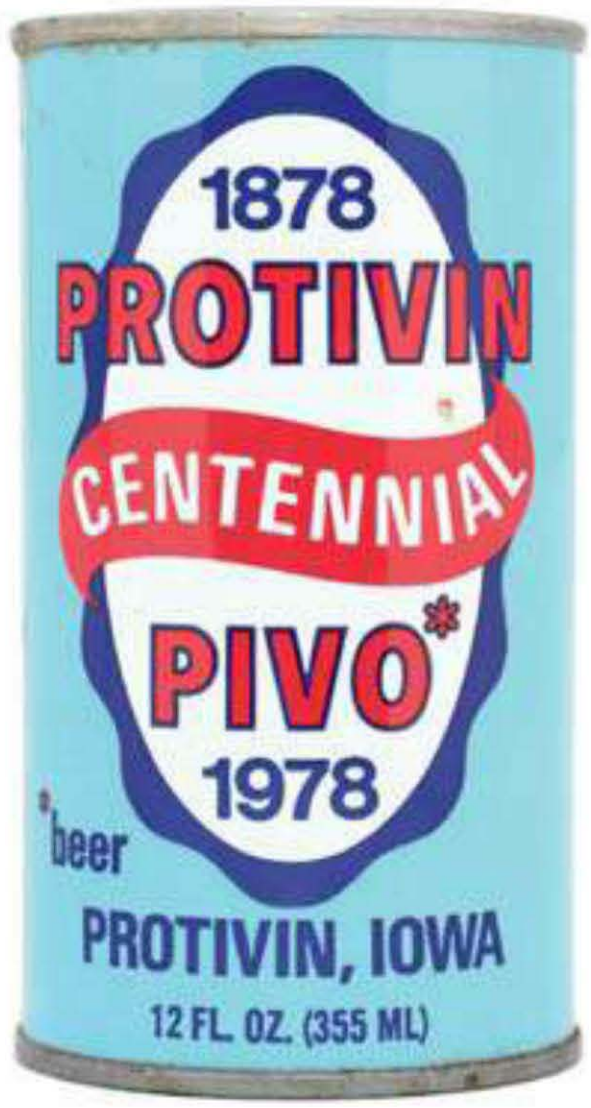
Stevens Point Brewery
Stevens Point, WI | 1970s



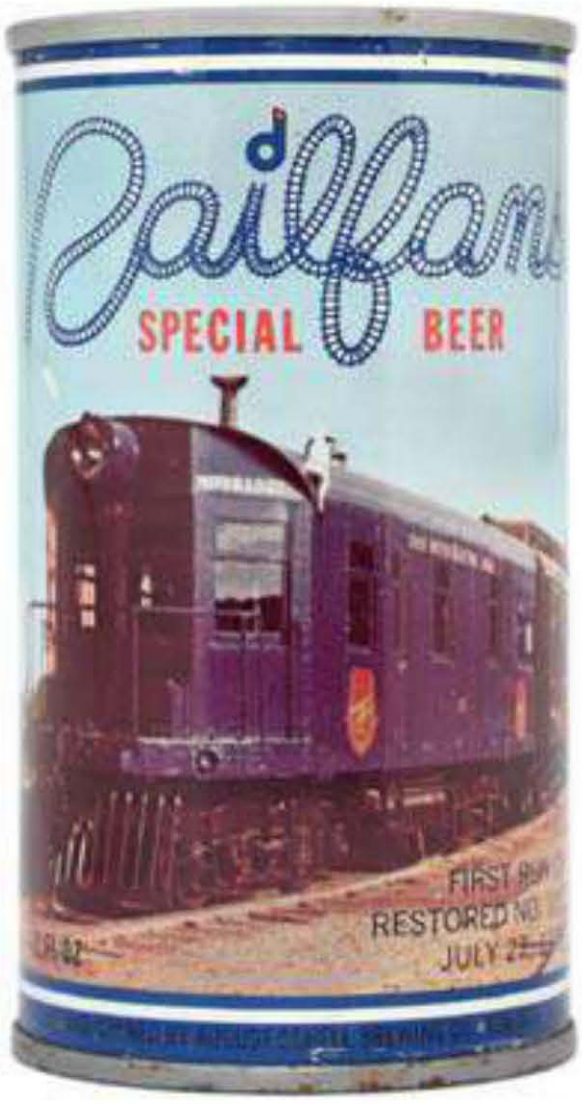
Polar Brewing Co.
Hammonton, NJ | 1970s

Atlas Brewing Co.
Chicago, IL | 1940s

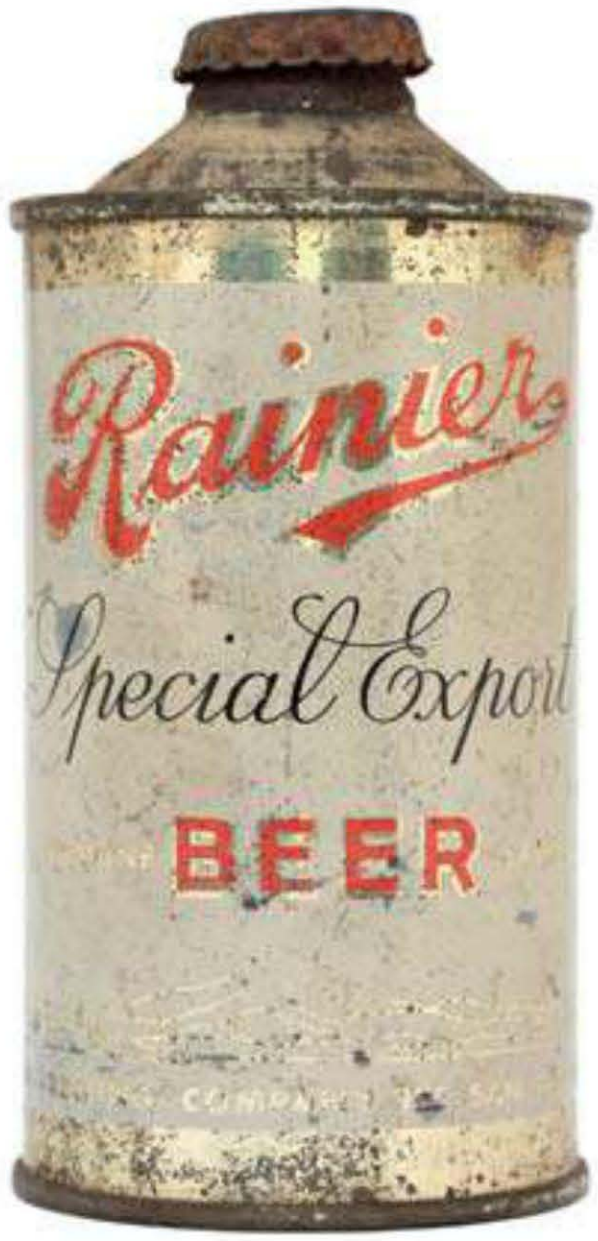
Gottlieb Heileman Brewing Co.
La Crosse, WI | 1970s/1980s



Walter Brewing Co.
Eau Claire, WI | 1970s



August Schell Brewing Co.
New Ulm, MN | 1970s



Rainier Brewing Co.
San Francisco, CA | 1930s

RAINIER BREWING COMPANY

TRADE MARK

Rainier

OLD STOCK

ALE

TAX PAID AT THE

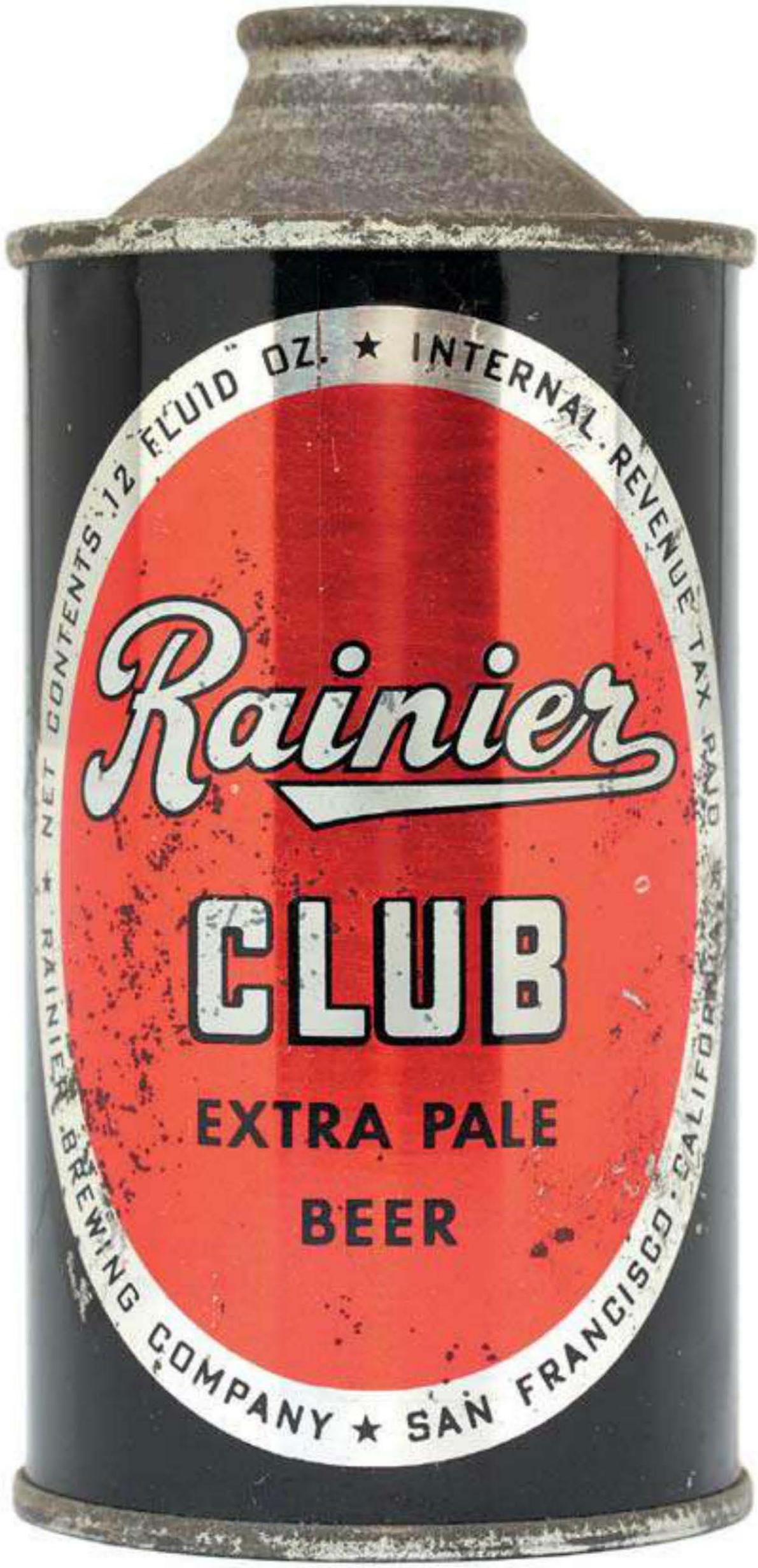
NET CONTENTS

Rainier

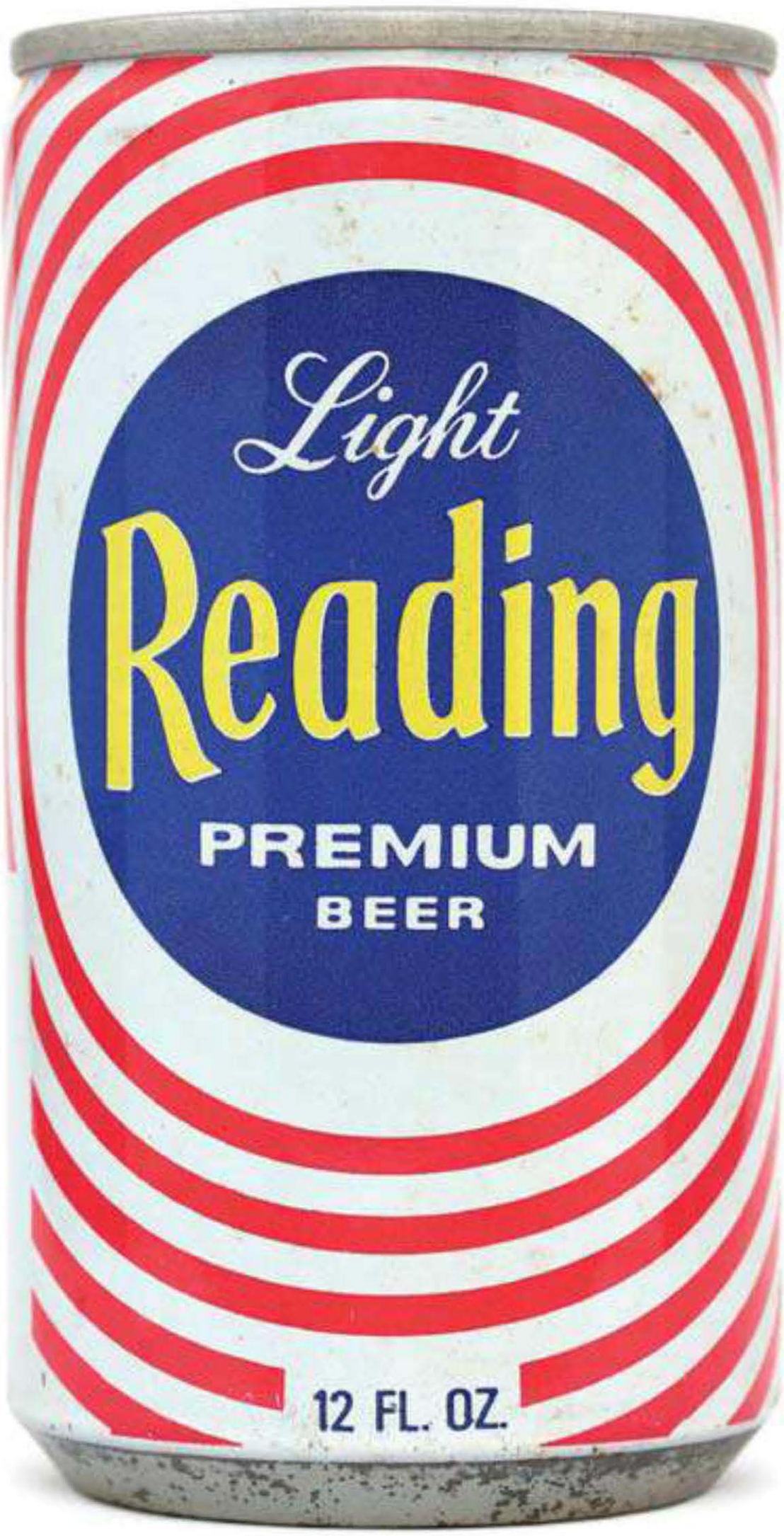
The history of Rainier beer dates back to 1878 when it was first brewed in Seattle, Washington. In 1916, alcoholic beverages were outlawed in Washington State, and as a result, Rainier moved to San Francisco until Prohibition ended.

Throughout its history, Rainier was produced by several different breweries. The brand survives to this day under the ownership of Pabst.

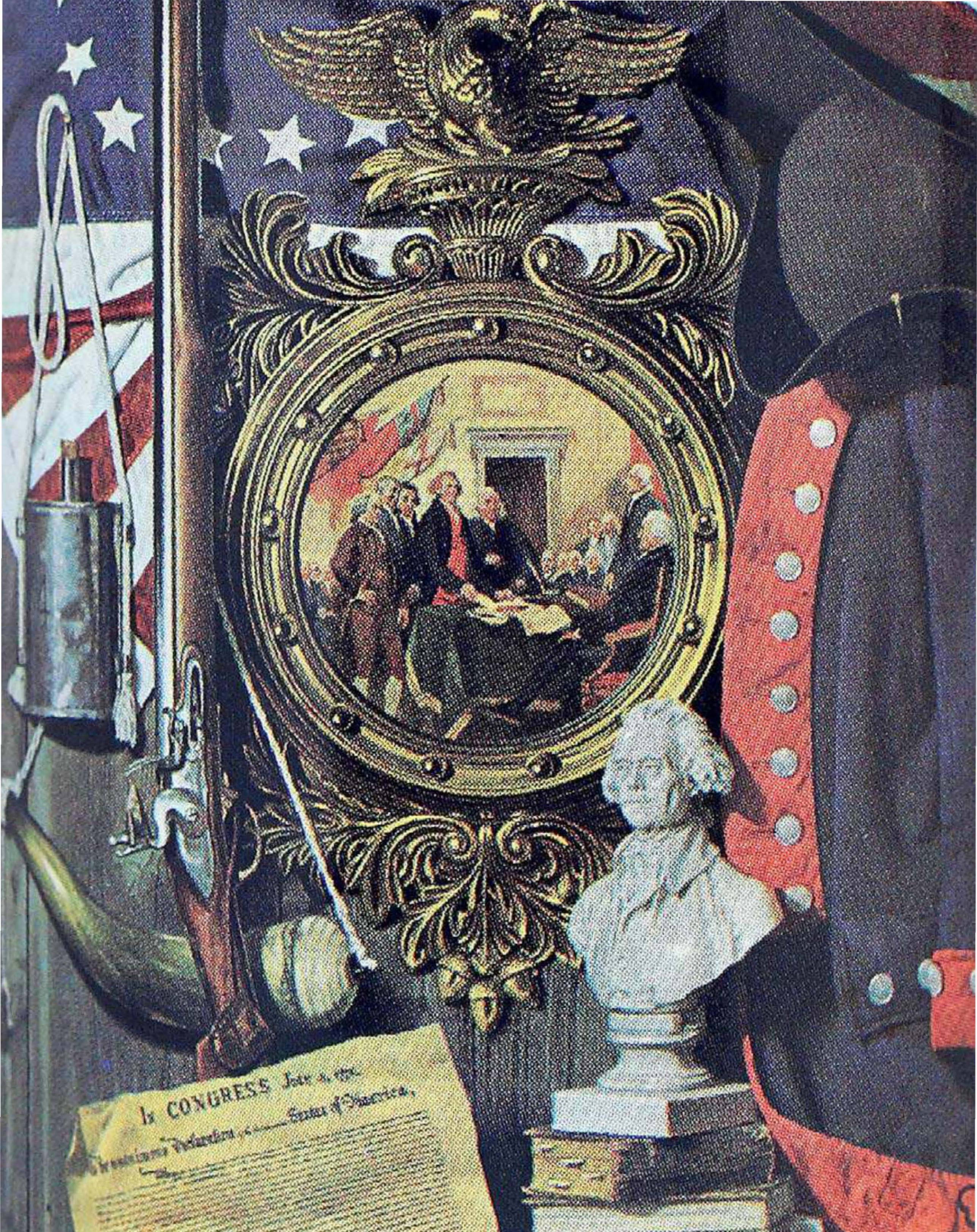
Rainier Brewing Co.
San Francisco, CA | 1940s

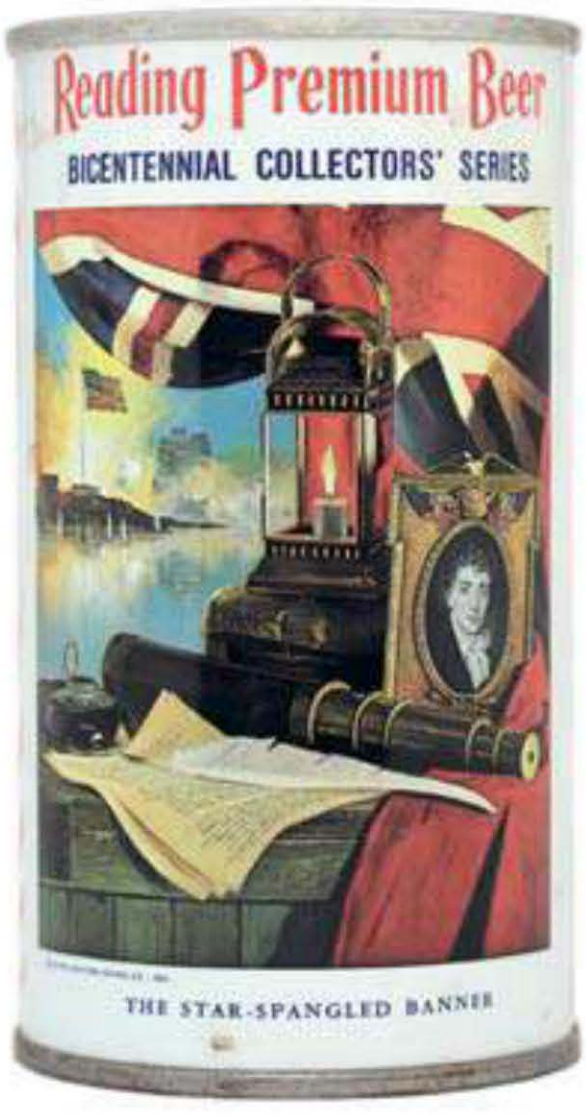


Rainier Brewing Co.
San Francisco, CA | 1940s



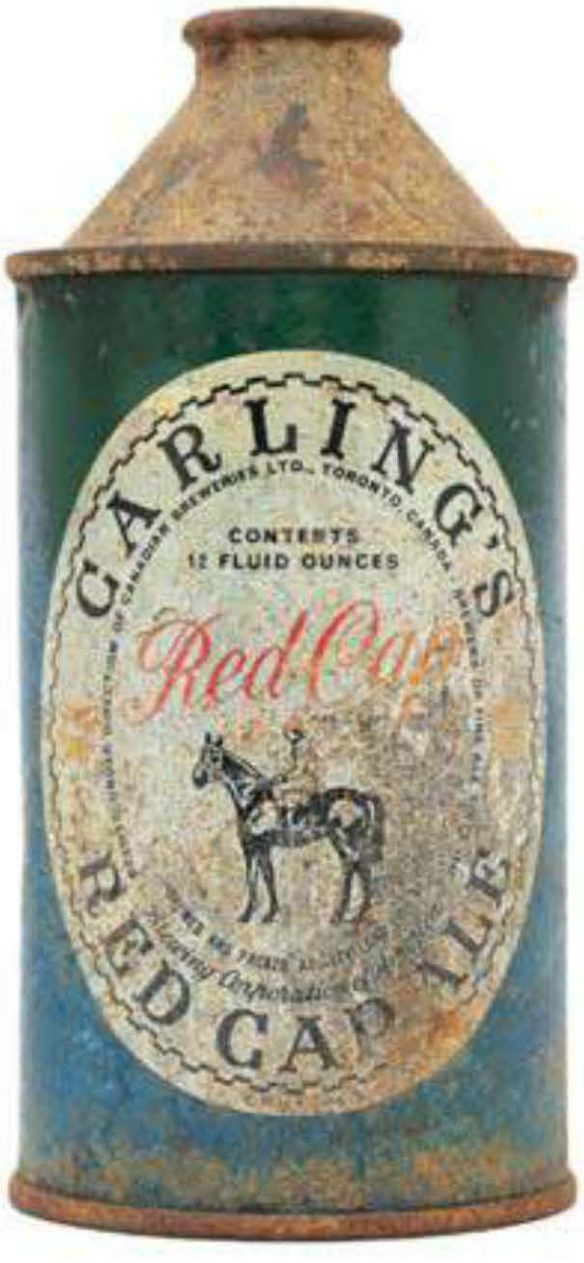
Reading Brewing Co.
Philadelphia, PA | 1970s


IN CONGRESS July 4, 1776.

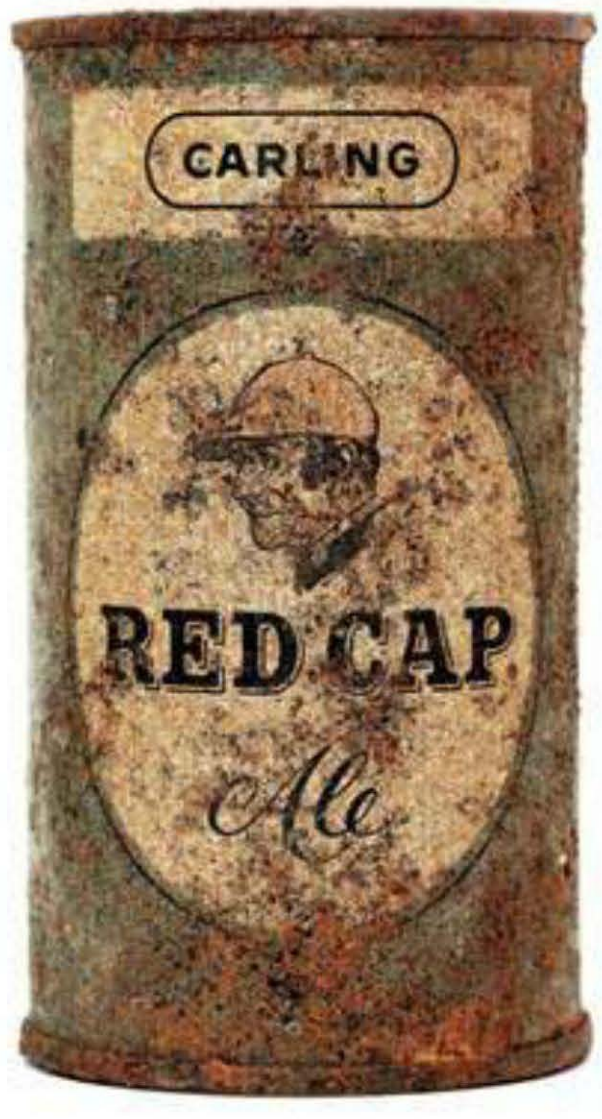


Reading Brewing Co.
Reading, PA | 1970s

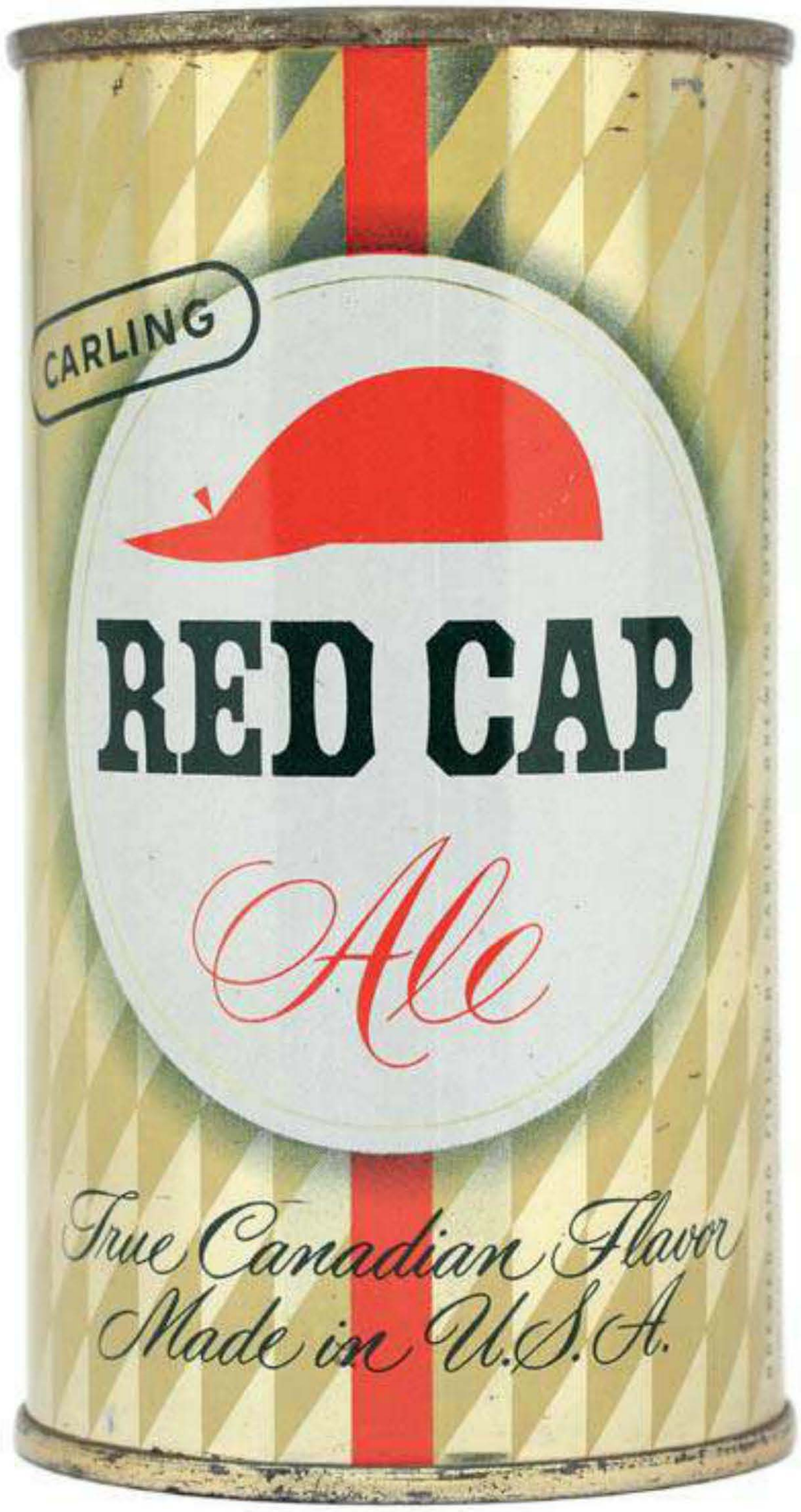
Reading Brewing Co.
Reading, PA | 1970s



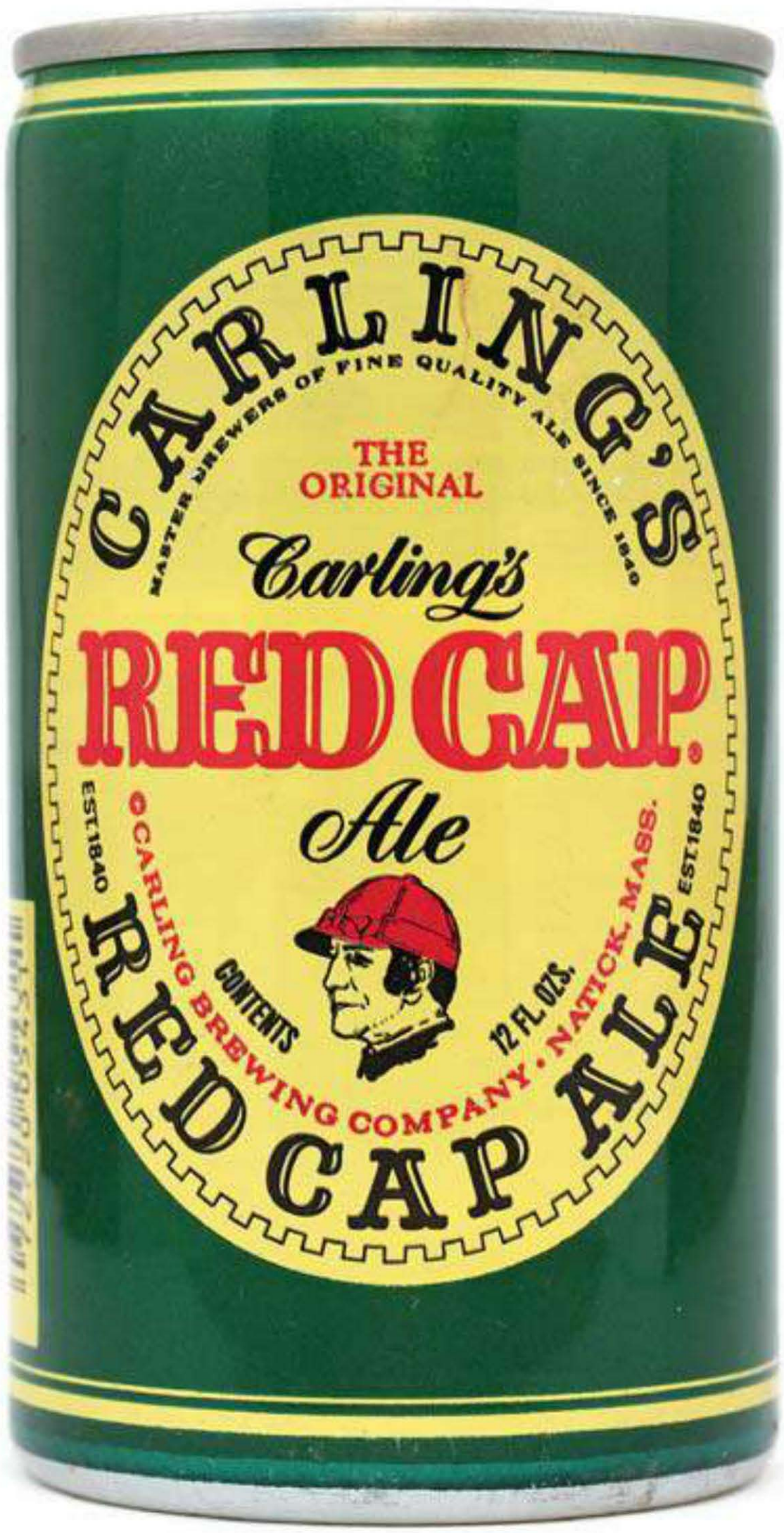
Brewing Corp. of America
Cleveland, OH | 1940s/1950s



Carling Brewery
Cleveland, OH | 1950s

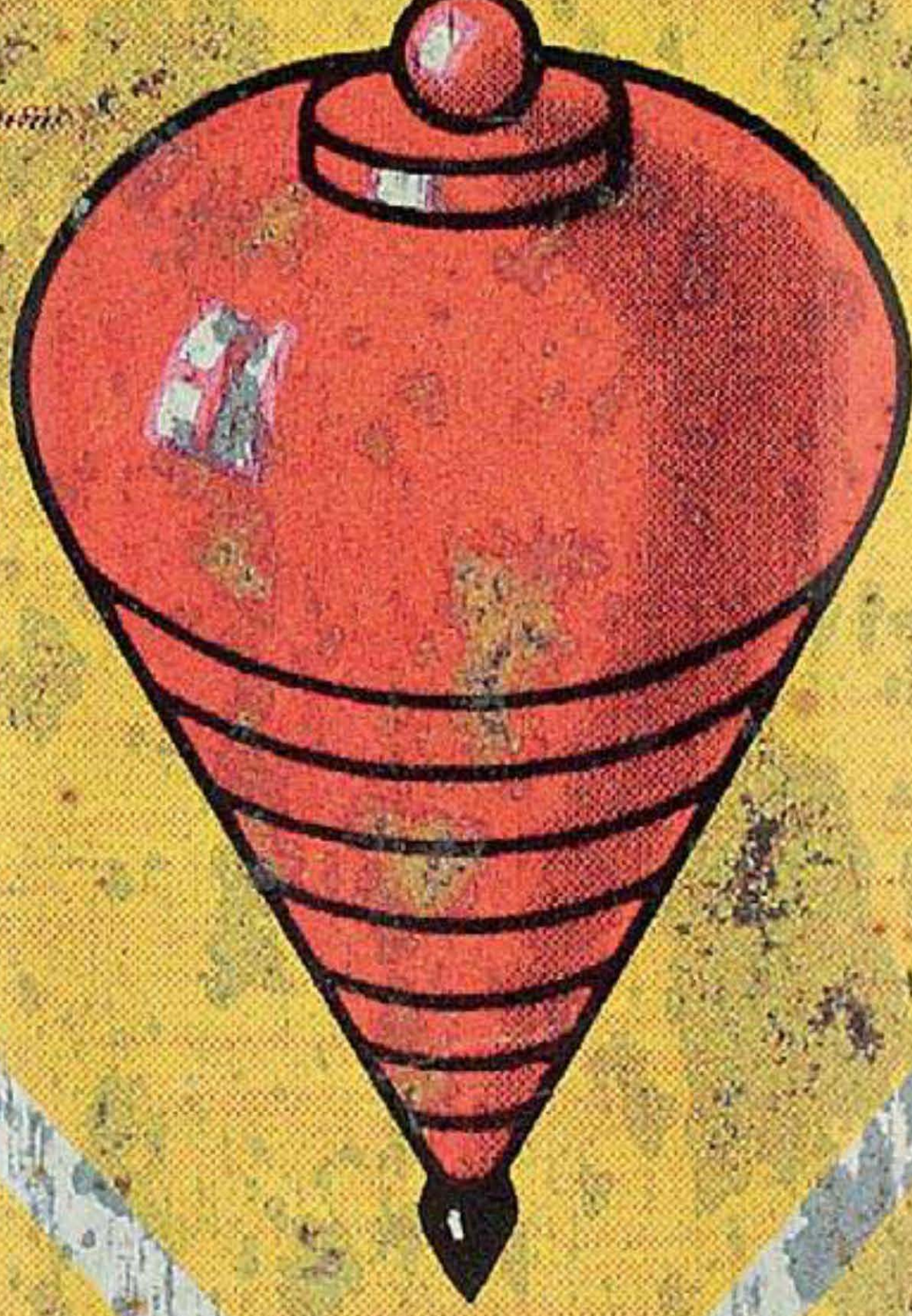


Carling Brewing Co.
Cleveland, OH | 1950s



Carling Brewing Co.
Natick, MA | 1970s/1980s

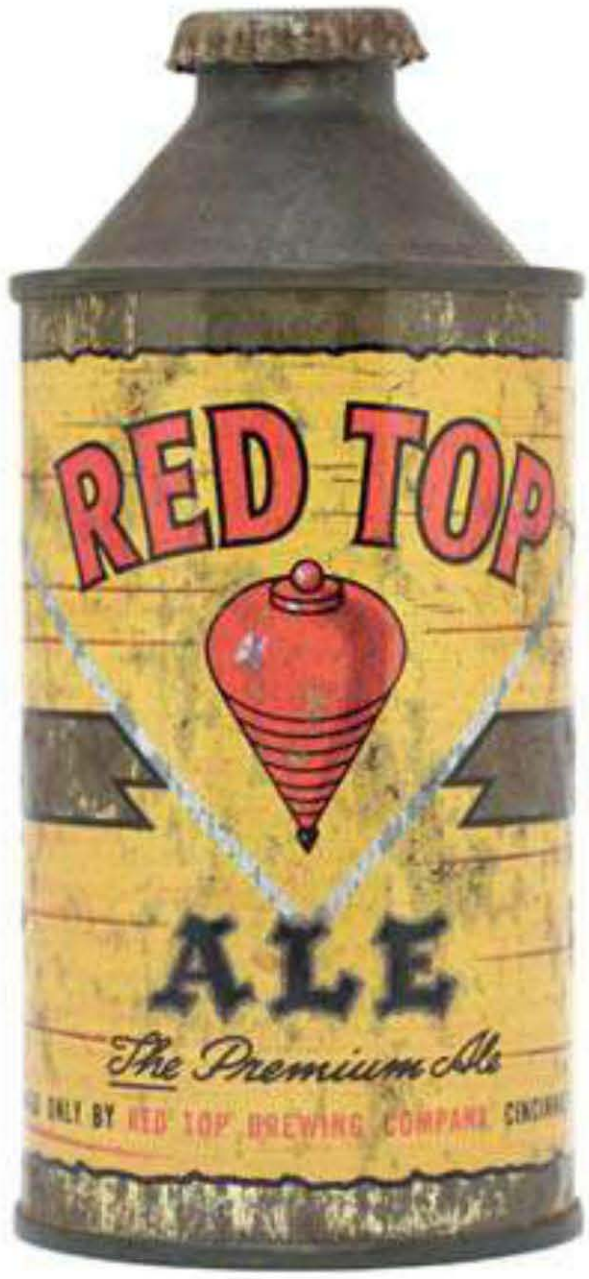
RED TA



ALE

Red Top Ale

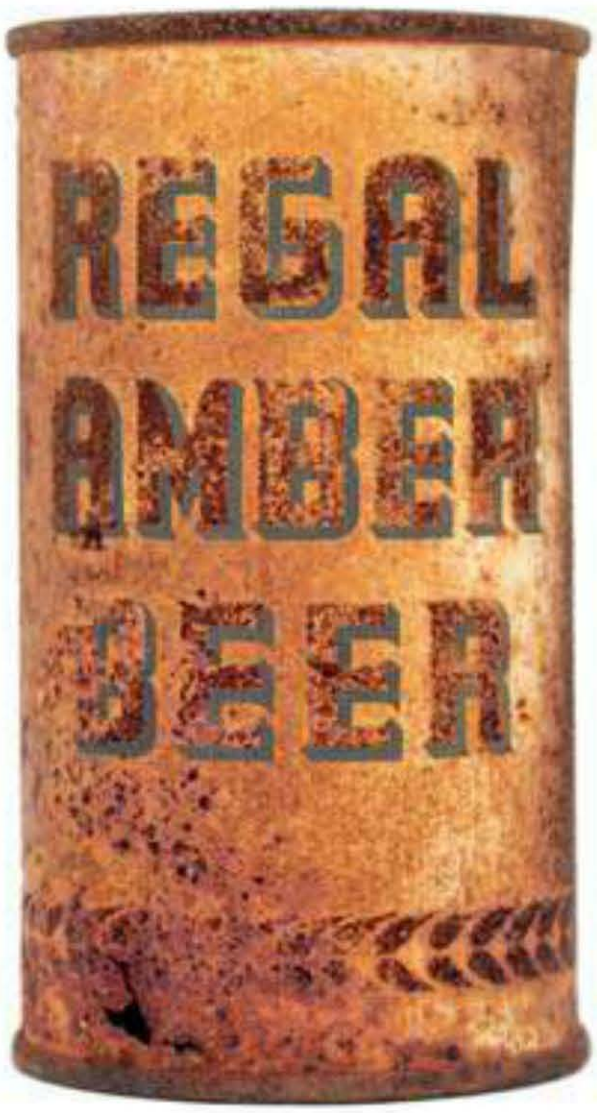
The 1940s and early 1950s marked the height of success for Red Top Brewing. In 1954, the company was led by former New York Yankee Tommy Henrich, who headed it until 1956. A year later, after production problems and years of pressure from national brands, the final batch of Red Top was produced in Cincinnati.



Red Top Brewing Co.
Cincinnati, OH | 1940s/1950s

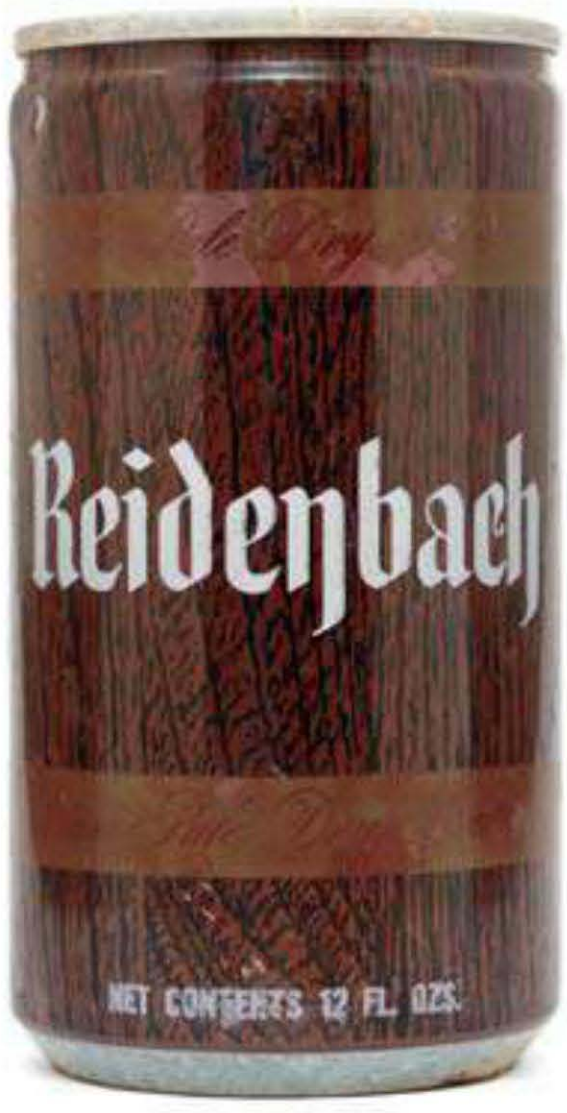
Red Top Brewing Co.
Cincinnati, OH | 1950s

Red Top Brewing Co.
Cincinnati, OH | 1950s

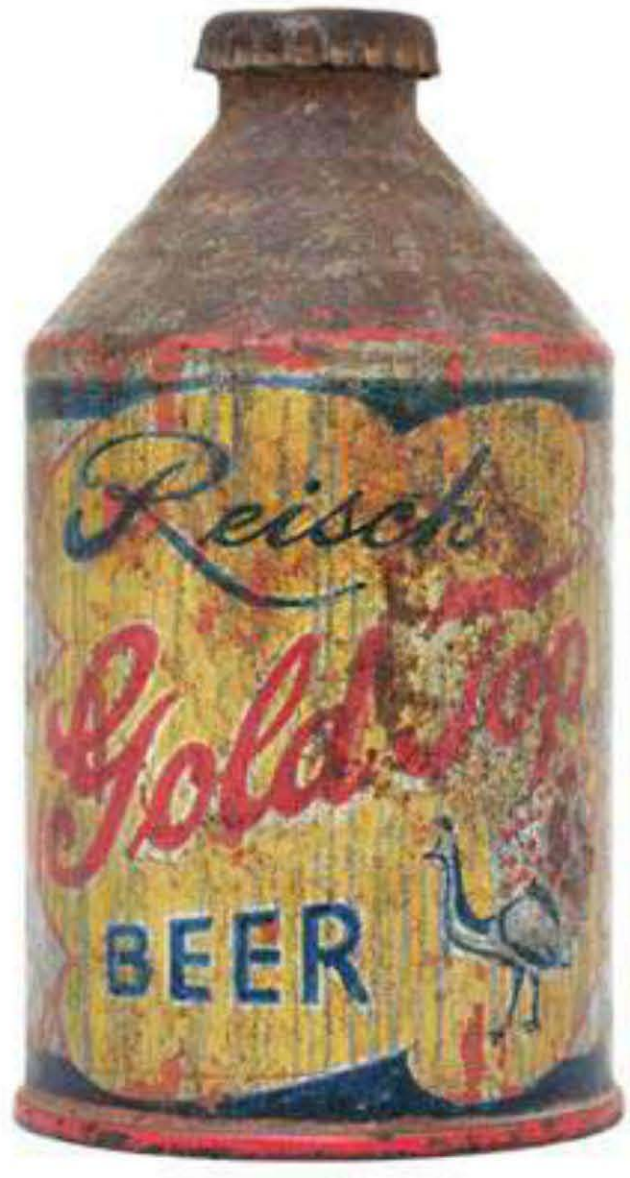


Regal Amber Brewing Co.
San Francisco, CA | 1940s

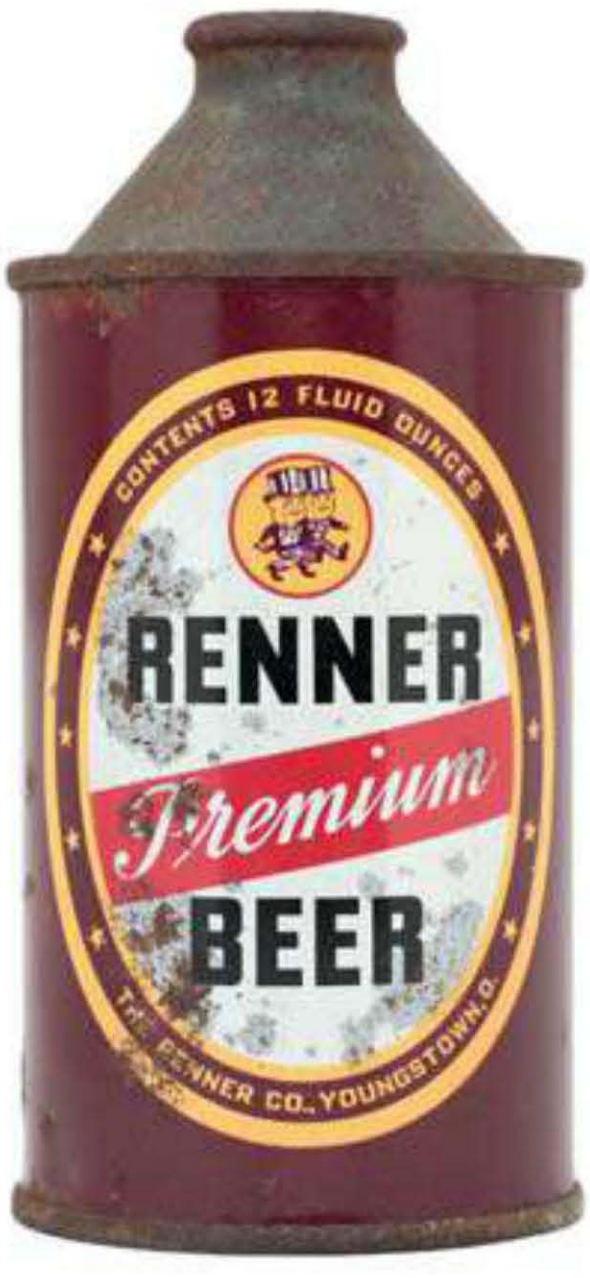
The People's Brewing Co.
Duluth, MN | 1950s



General Brewing Co.
San Francisco, CA | 1970s



Reisch Brewing Co.
Springfield, IL | 1940s/1950s



The Renner Co.
Youngstown, OH | 1940s/1950s

Liebmann Breweries Inc.
New York, NY | 1950s

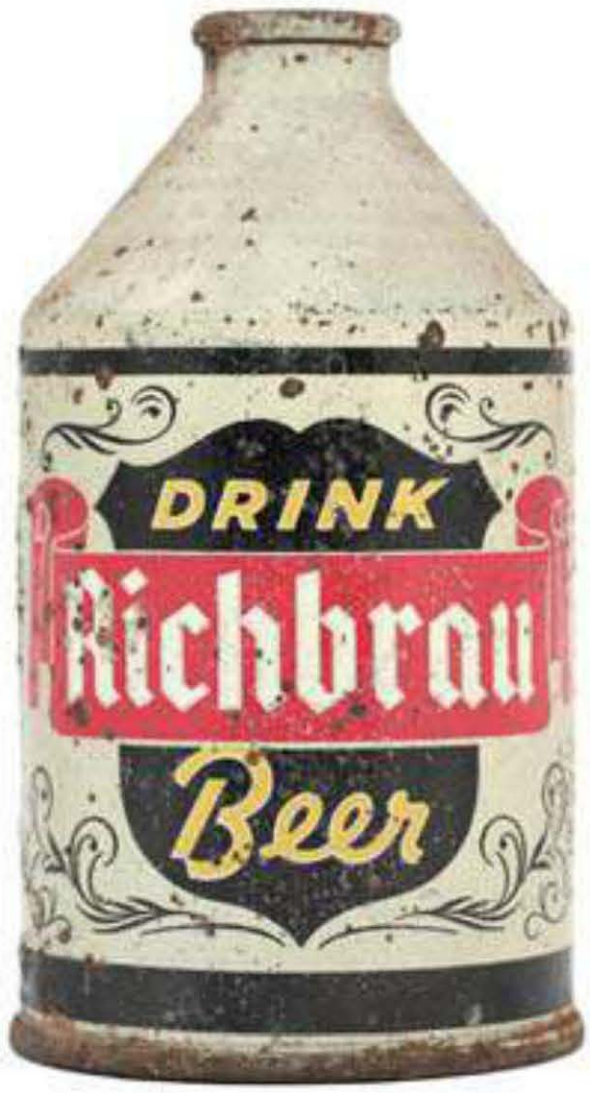
DRINK

Richbrau

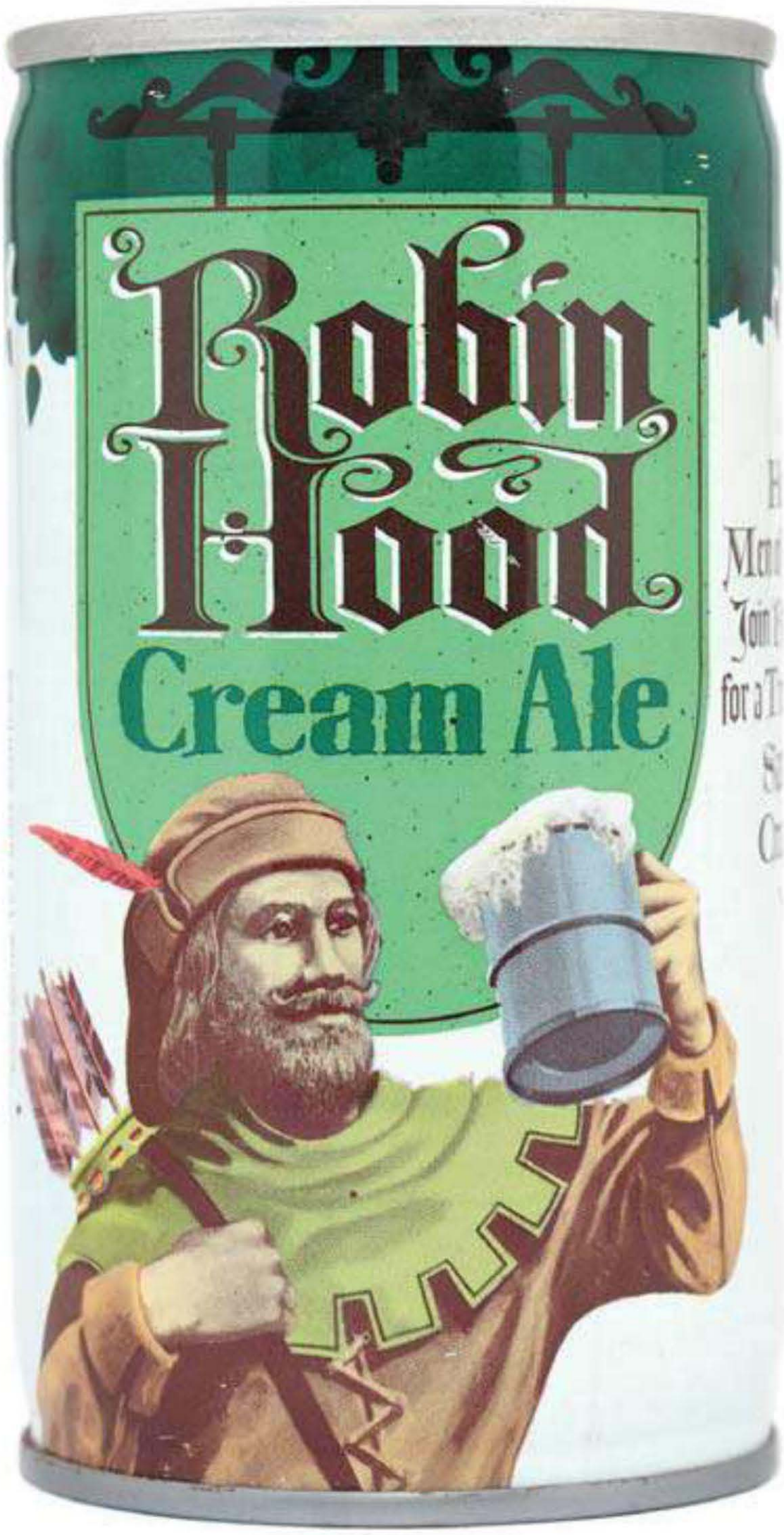
Beer

Richbrau

Despite its looks, this Richbrau can, manufactured by the Home Brewing Company, was certainly not one of the first beer cans ever made. In fact, Home Brewing didn't install a canning line until 1952, some eighteen years after the first canned beers were produced.

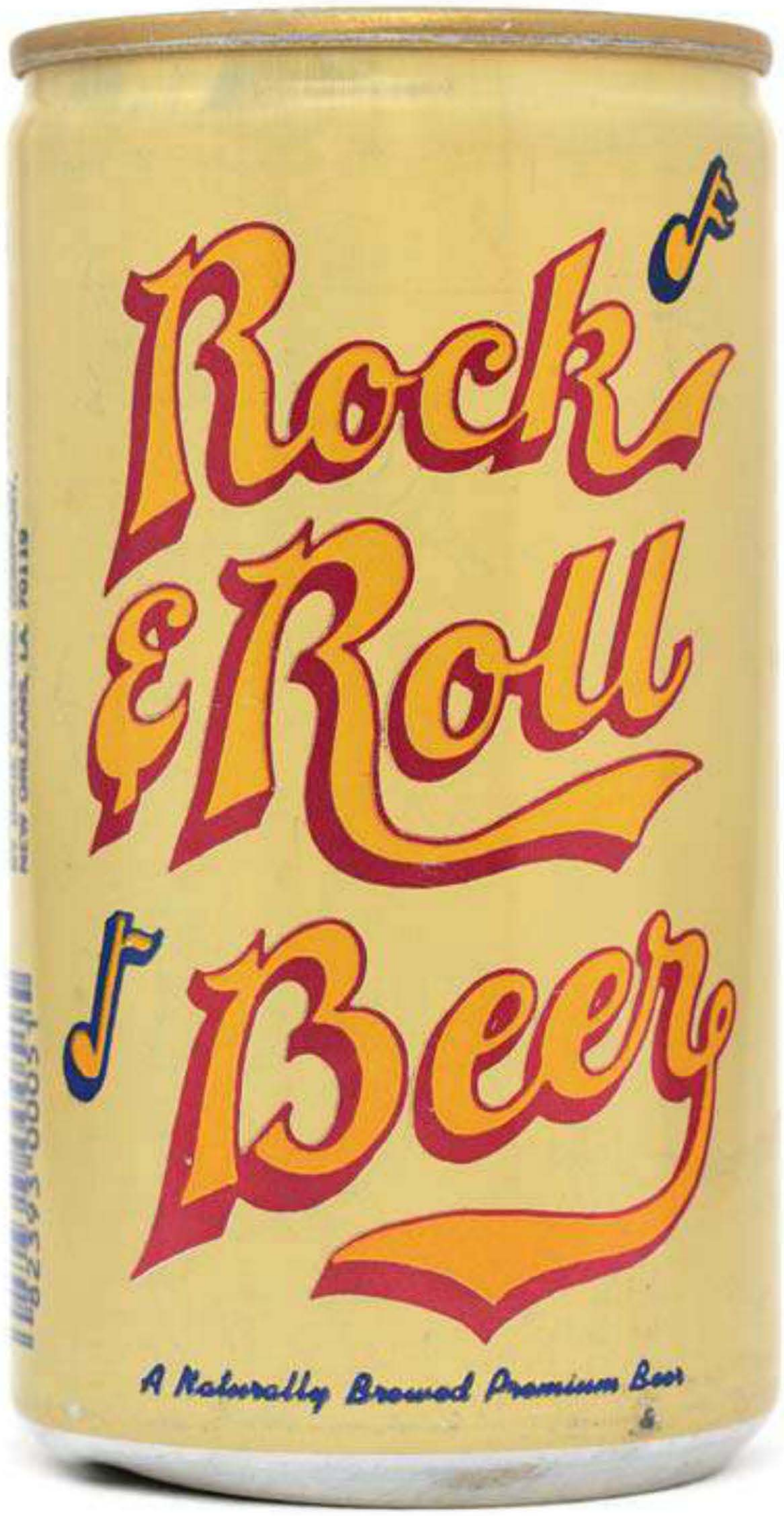


Home Brewing Co., Inc.
Richmond, VA | 1950s

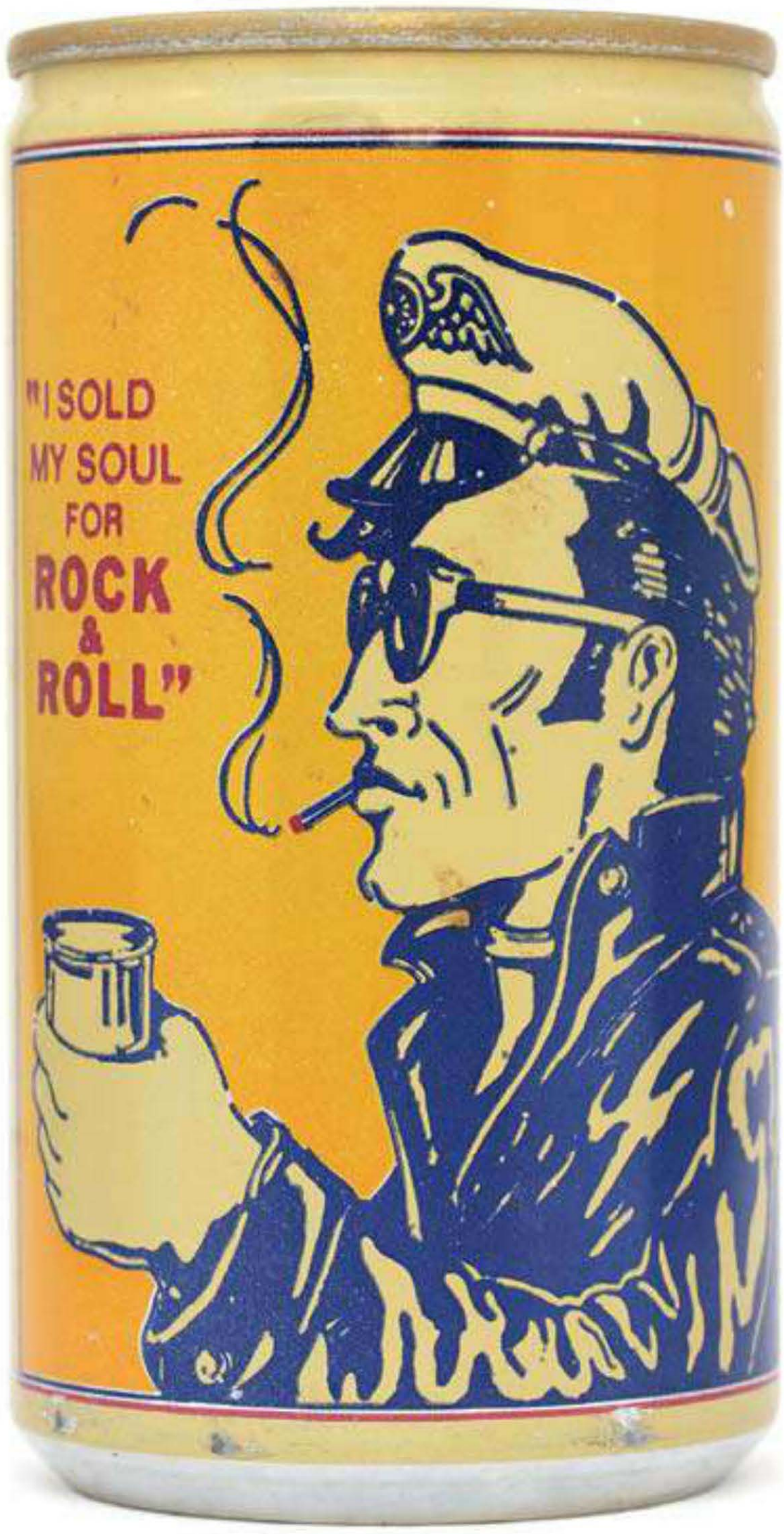


Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s

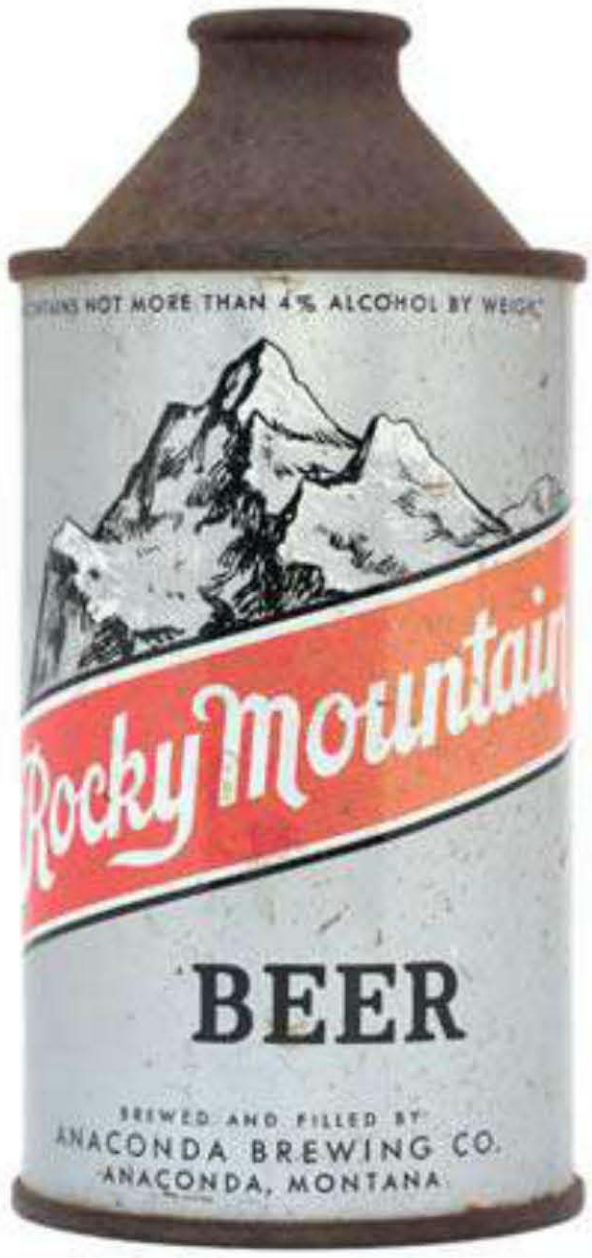
Cream Ale



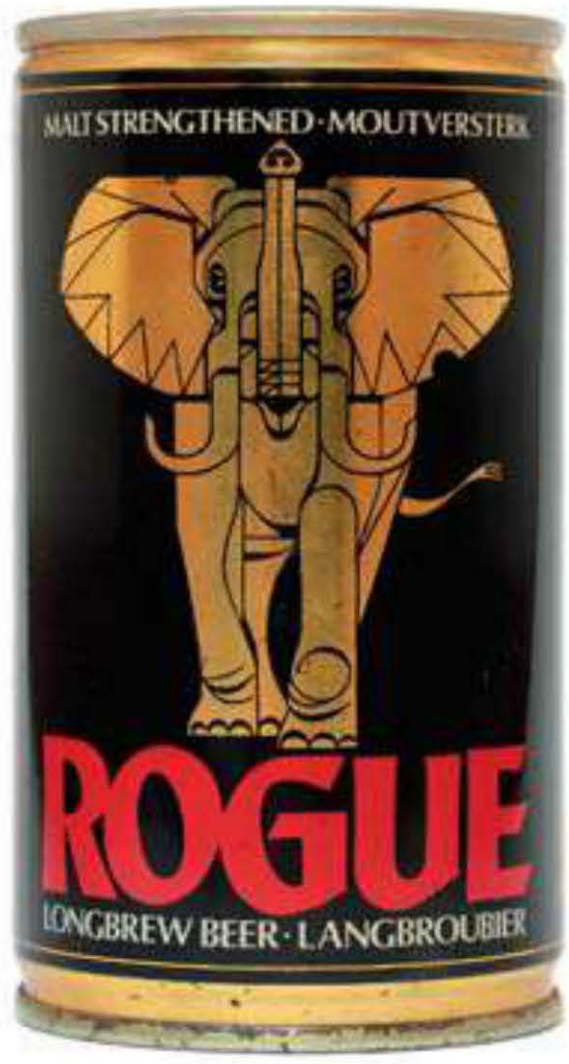
Dixie Brewing Co.
New Orleans, LA | 1980s | front



Dixie Brewing Co.
New Orleans, LA | 1980s | back

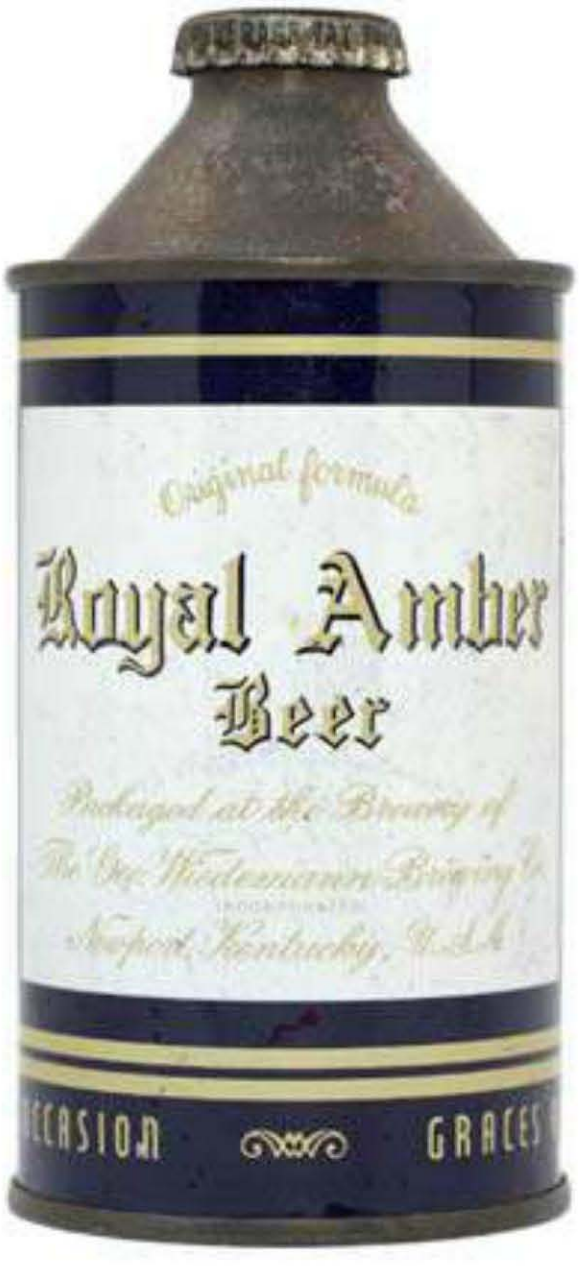


Anaconda Brewing Co.
Anaconda, MT | 1940s/1950s



The South African Breweries
Johannesburg, South Africa | 1970s/1980s

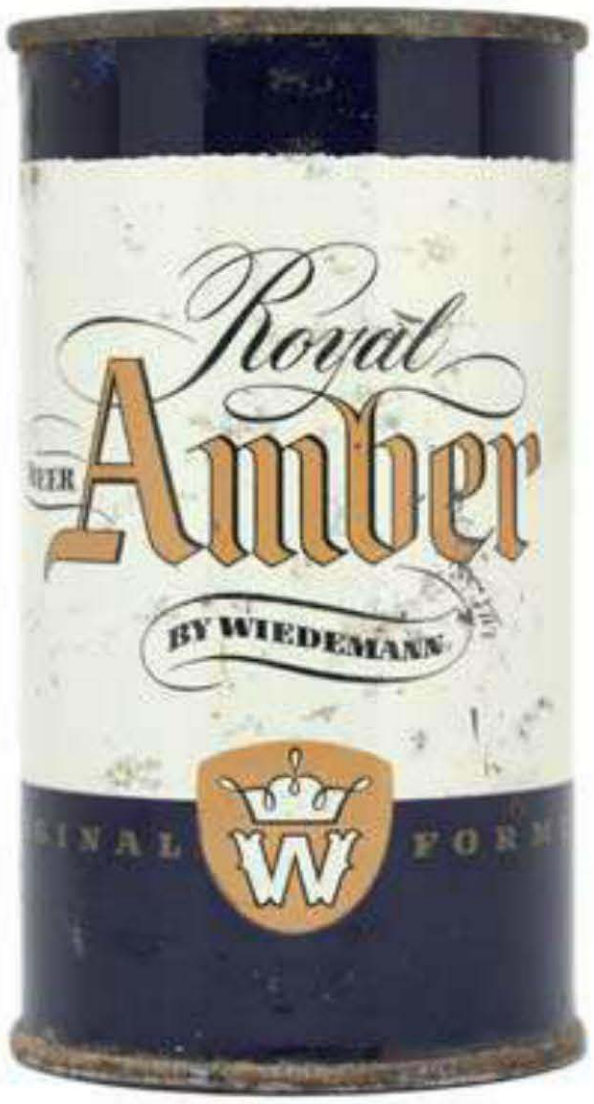
Maier Brewing Co.
Los Angeles, CA | 1950s



The George Wiedemann Brewing Co.
Newport, KY | 1950s

The Aristocrat of Beer

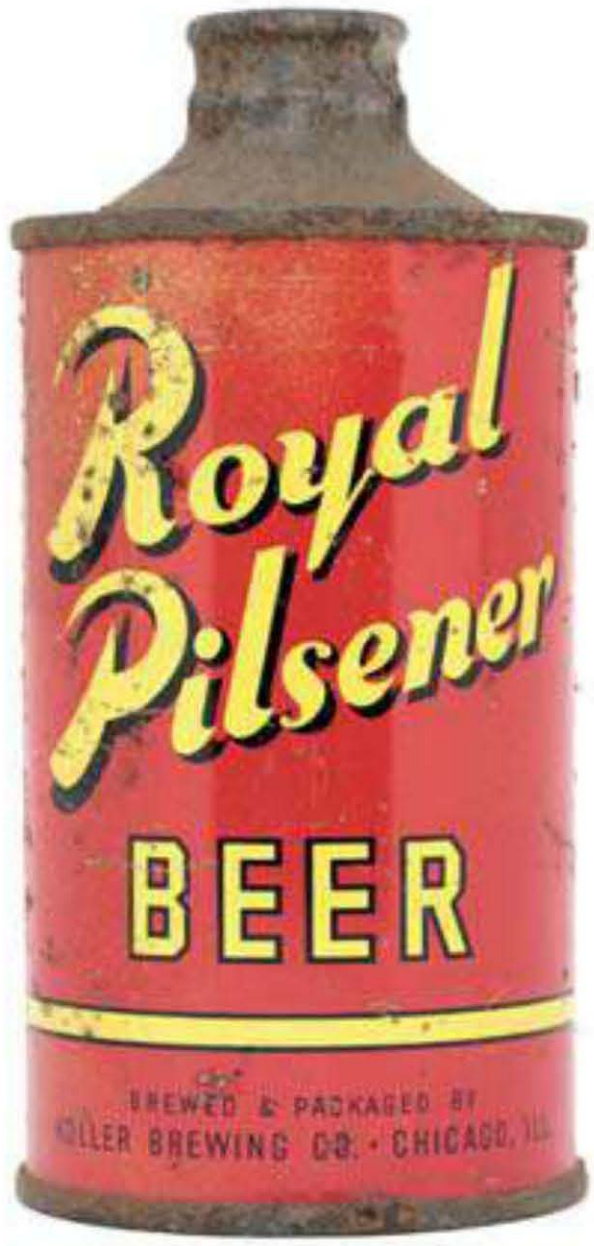
ROYAL



The George Wiedemann Brewing Co.
Newport, KY | 1950s

Duluth Brewing & Malting Co.
Duluth, MN | 1940s/1950s

N.V. de Posthoorn
Rotterdam, The Netherlands | 1970s



Koller Brewing Co.
Chicago, IL | 1930s/1940s

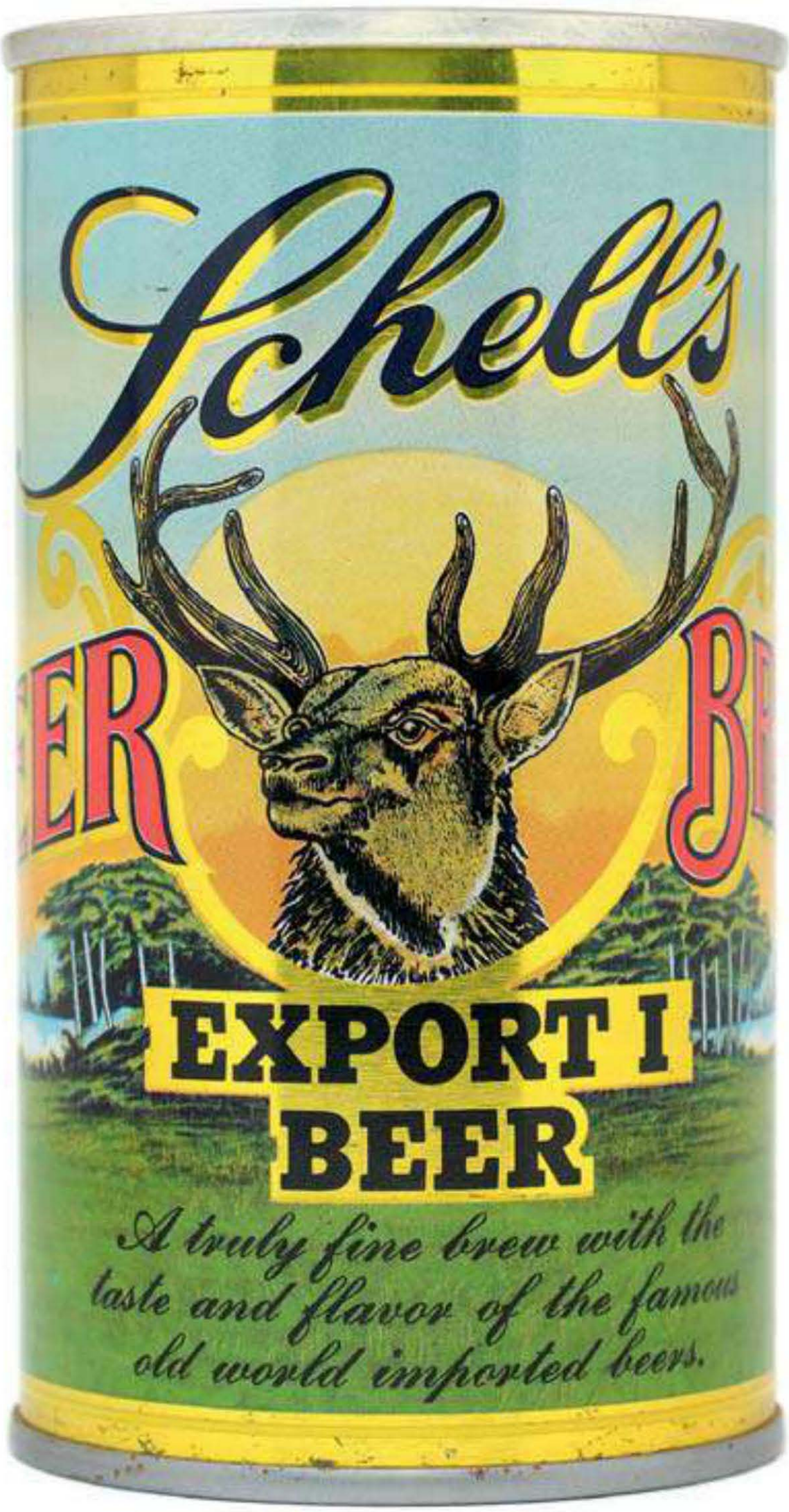
Rainier Brewing Co.
San Francisco, CA | 1930s

San Miguel Brewery Ltd.
Mandaluyong City, The Philippines | 1970s

Sapporo Breweries
Tokyo, Japan | 1970s/1980s

Walter Brewing Co.
Eau Claire, WI | 1980s

August Schell Brewing Co.
New Ulm, MN | 1940s/1950s

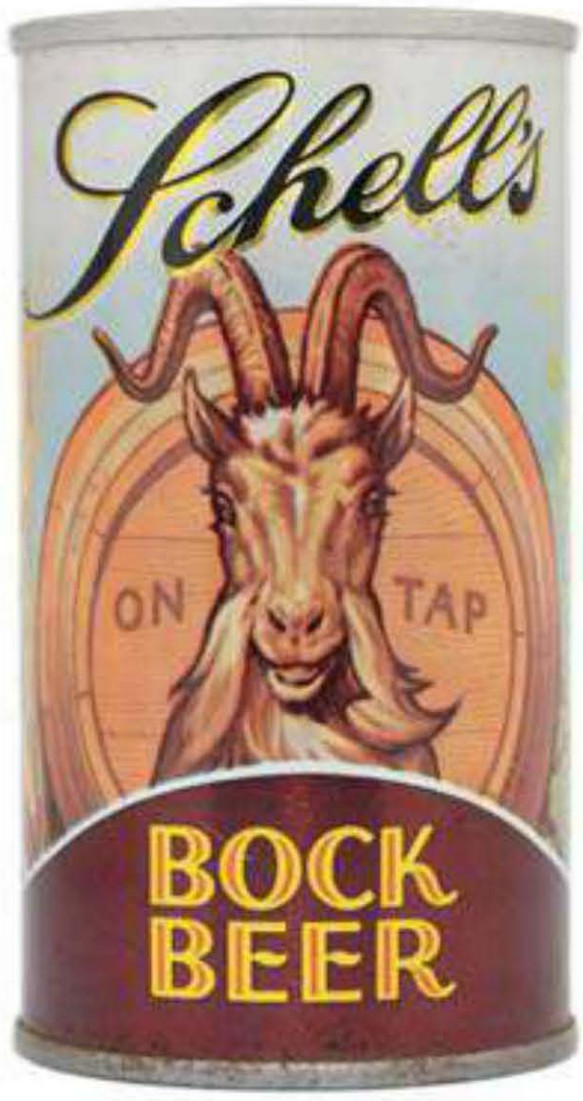


August Schell Brewing Co.
New Ulm, MN | 1970s

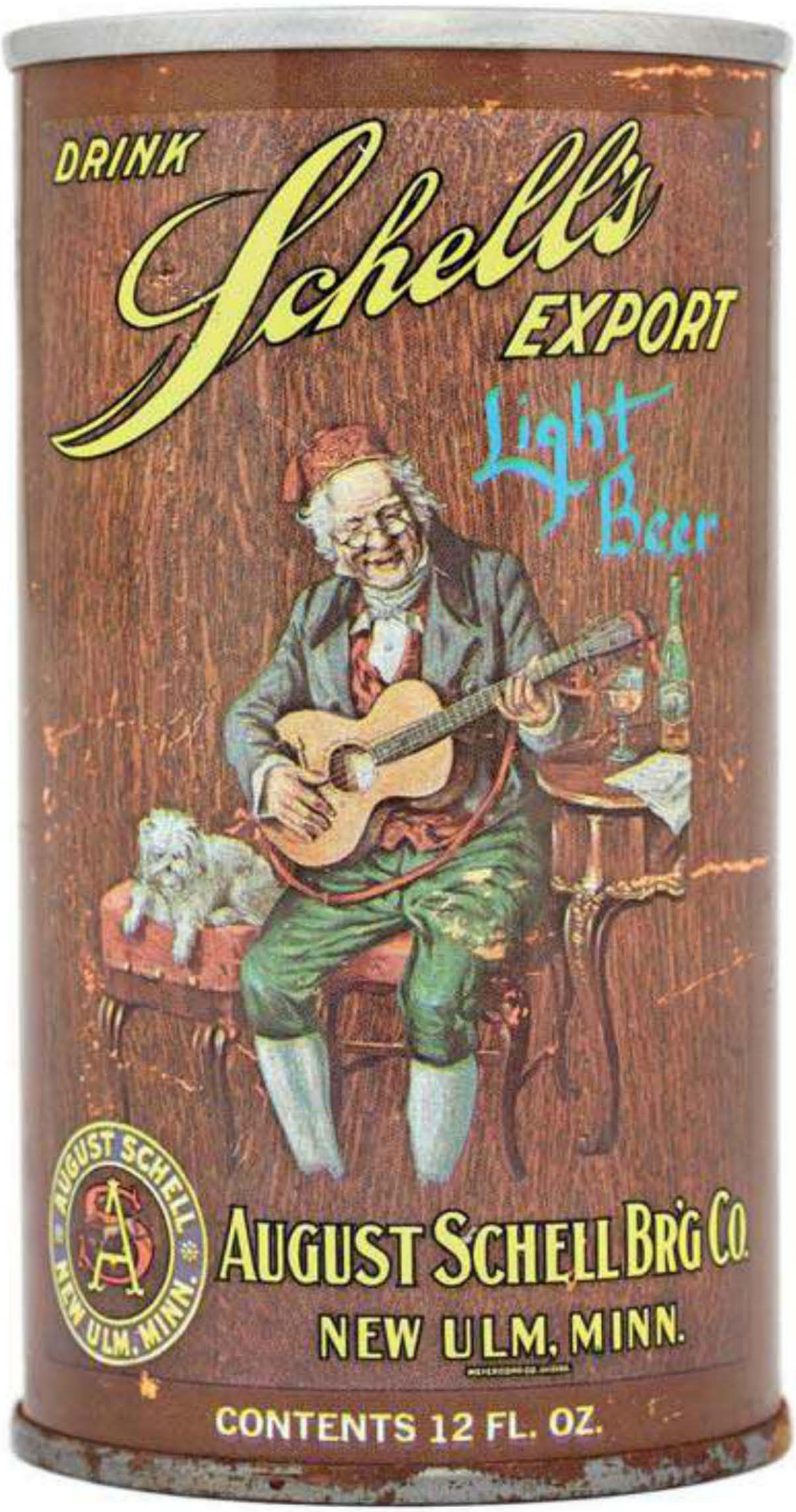
Schell's Bock

Goats and rams often made their way onto bock beer packaging, and this Schell's can is no exception. German for "billy goat," the term *bock* refers to beers that are typically strong, dark, and above average in alcohol content.

The phrase "Ein bock bier" or "One bock beer" gained popularity in Einbeck, Germany, and helped to establish the connection between the animal and the traditional winter brew.



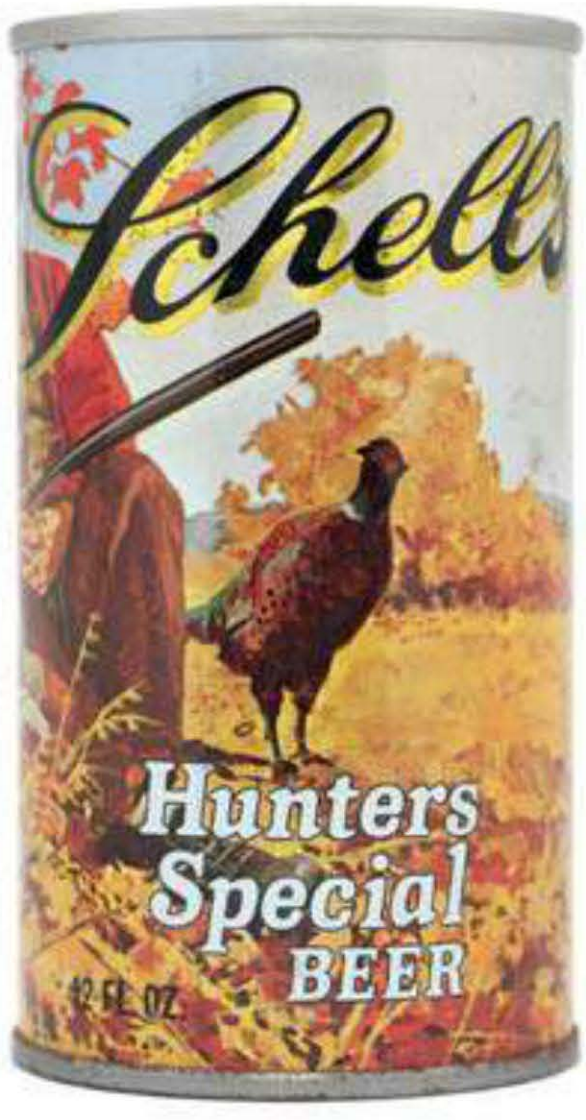
August Schell Brewing Co.
New Ulm, MN | 1970s



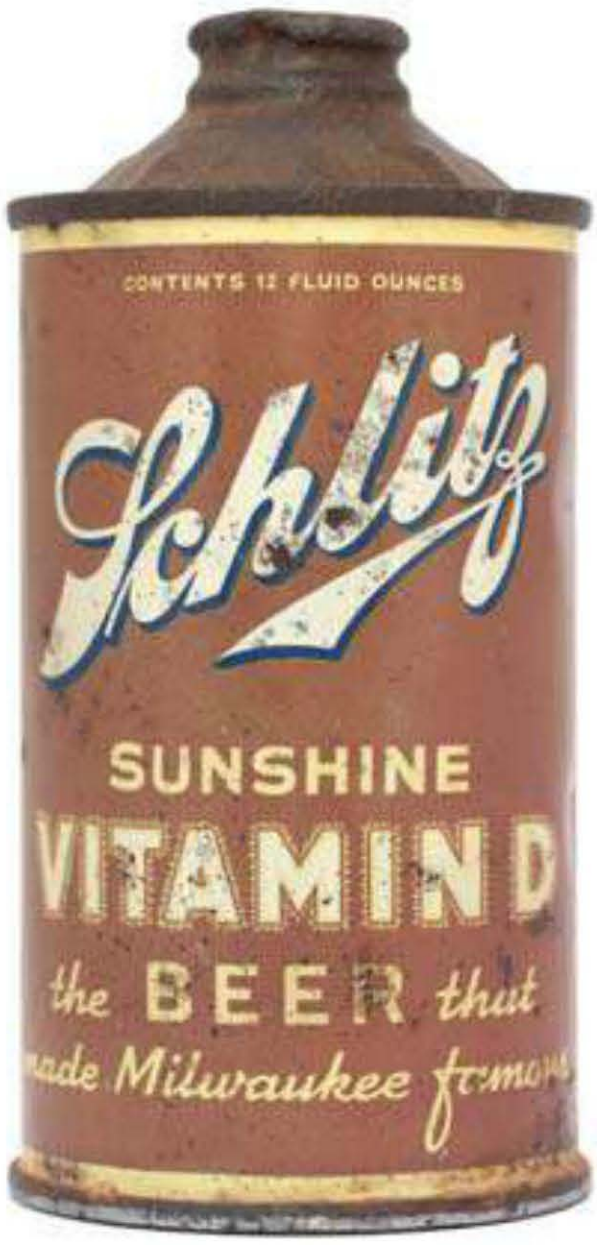
August Schell Brewing Co.
New Ulm, MN | 1970s

August Schell Brewing Co.
New Ulm, MN | 1970s

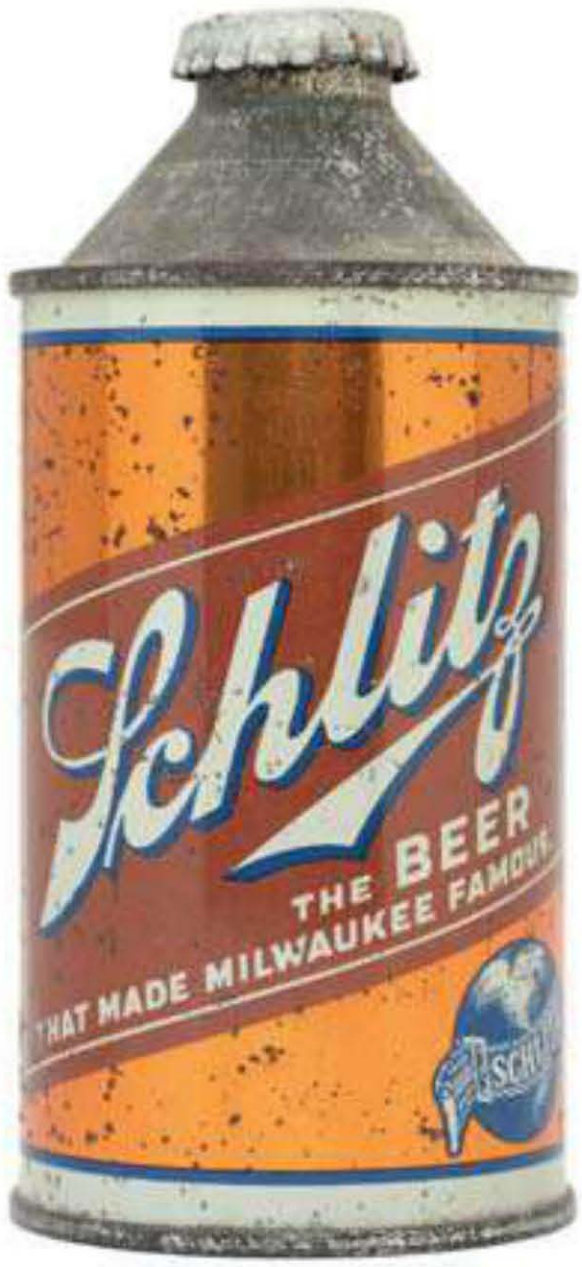
August Schell Brewing Co.
New Ulm, MN | 1970s



August Schell Brewing Co.
New Ulm, MN | 1980s



Joseph Schlitz Brewing Co.
Milwaukee, WI | 1930s



Joseph Schlitz Brewing Co.
Milwaukee, WI | 1940s/1950s

SCHELL'S
XMAS
BREW

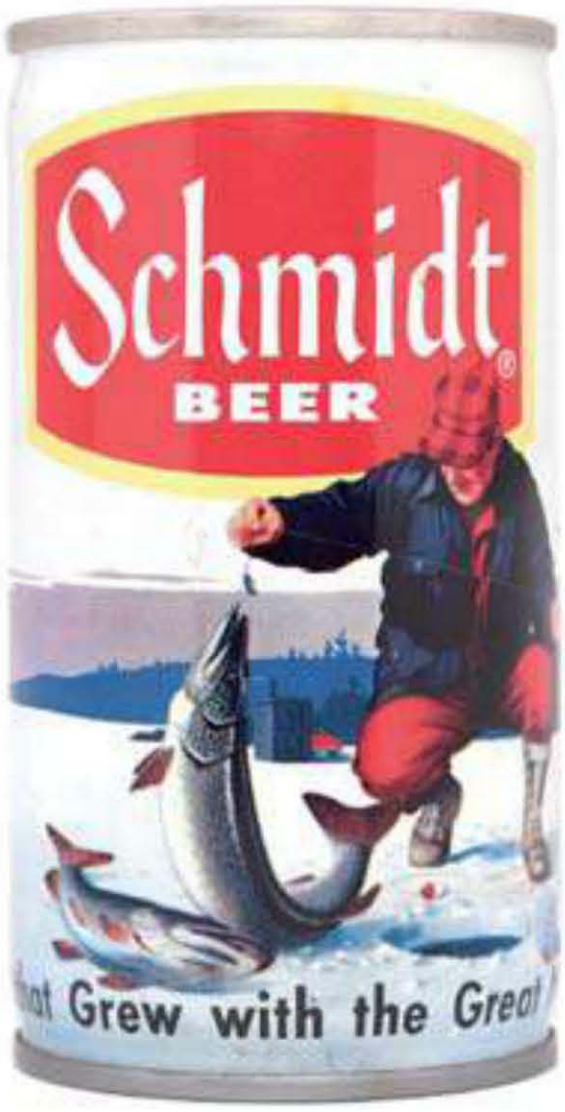
Schlitz Brewing Co.
Milwaukee, WI | 1970s

Joseph Schilitz Brewing Co.
Milwaukee, WI | 1970s

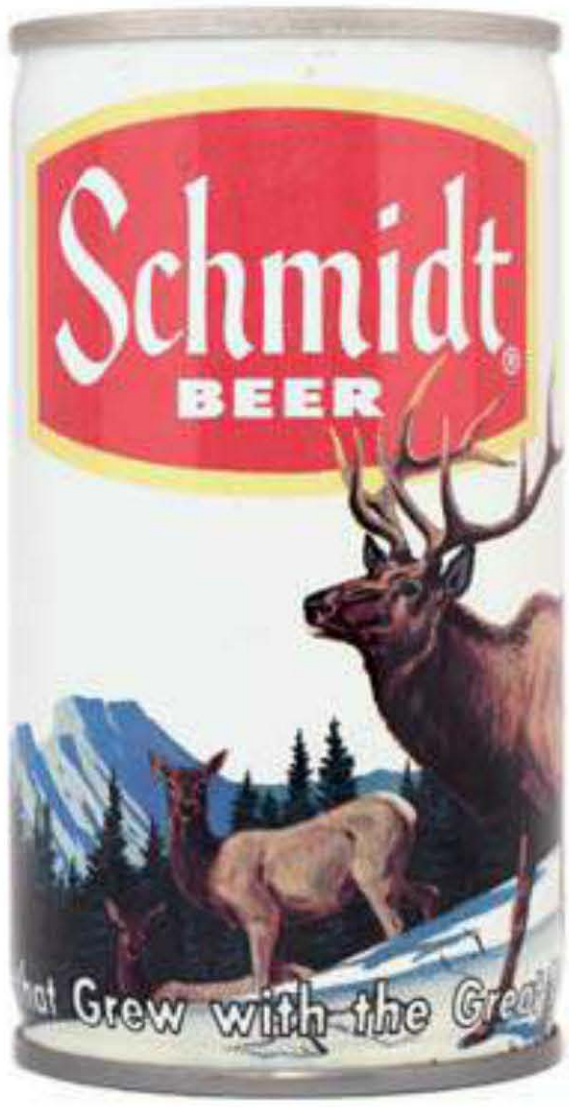
BEER

Schmidt

Often associated with the great outdoors, Schmidt beer appealed to many hunters and fishermen. Known as “animal beer,” Schmidt cans, such as the one shown below, featured a range of animal and nature scenes. The brand’s slogan, printed across the bottom of the cans, reads: “The Brew that grew with the Great Northwest.”



Gottlieb Heileman Brewing Co.
La Crosse, WI | 1970s/1980s



Gottlieb Heileman Brewing Co.
La Crosse, WI | 1970s/1980s

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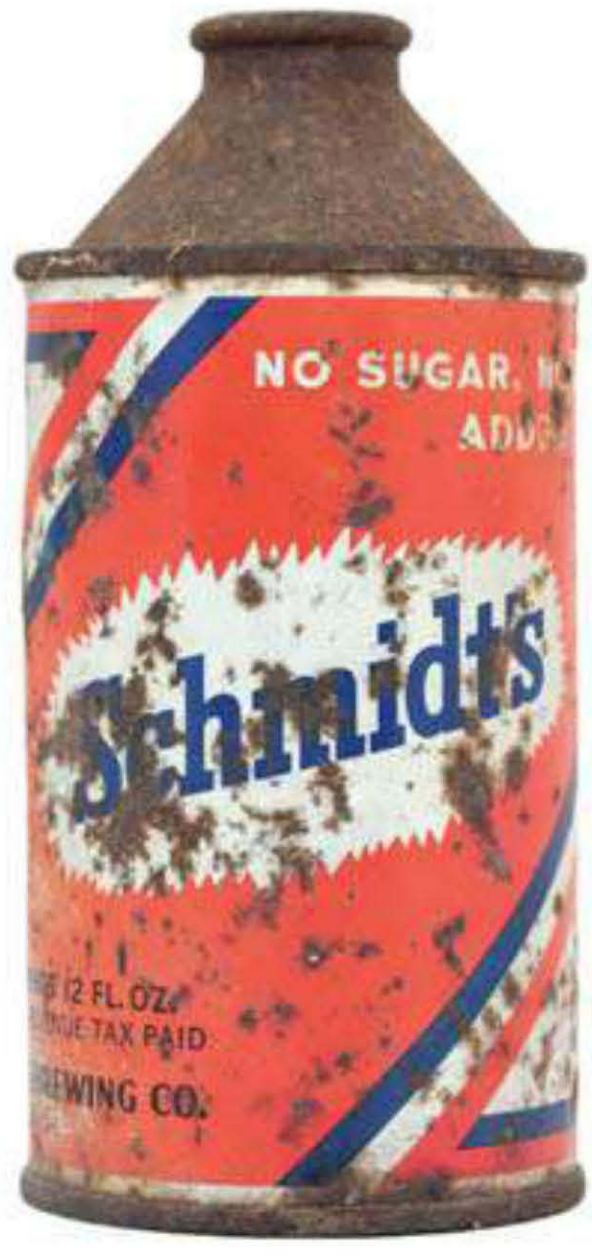
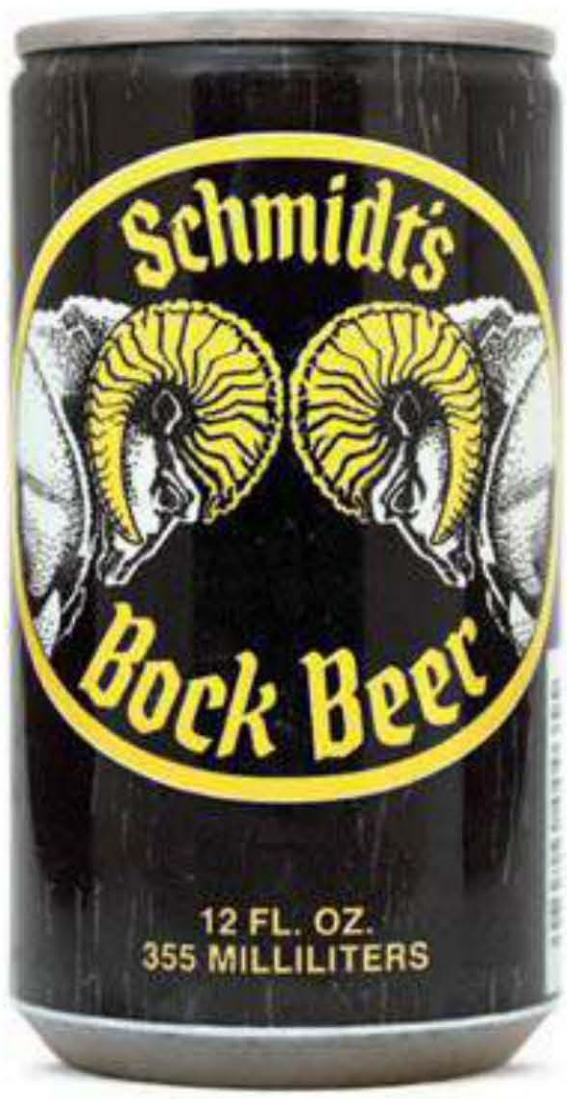


The Schmidt Brewing Co.
Detroit, MI | 1940s/1950s



C. Schmidt & Sons Inc.
Philadelphia, PA | 1970s/1980s

C. Schmidt & Sons Inc.
Philadelphia, PA | 1950s

RATE PRESCRIBED BY INTERNAL REVENUE LAW

Schmidt

of Philadelphia

Tiger

Brand

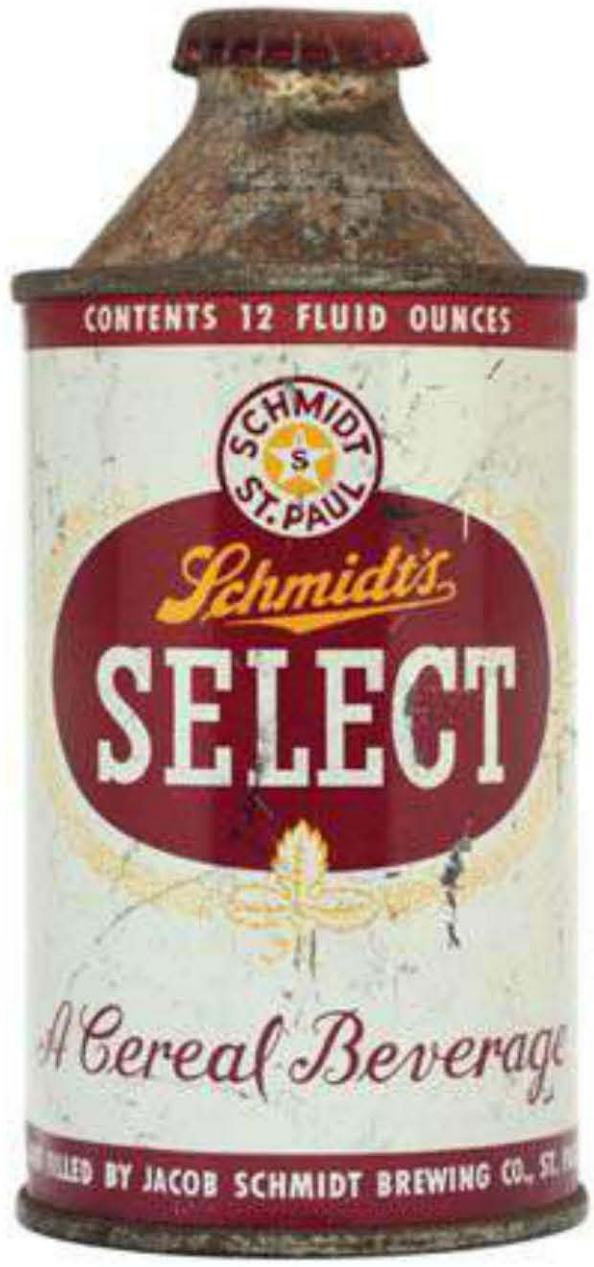
ALE

CONTENTS 12 FLUID OZS.

PAID AT THE N.Y. DIST'R C. SCHMIDT & SONS, INC. WINFIELD, N.Y.

TAX

C. Schmidt & Sons Inc.
Philadelphia, PA | 1960s/1970s



Jacob Schmidt Brewing Co.
St. Paul, MN | 1950s

C. Schmidt & Sons Inc.
Philadelphia, PA | 1950s

C. Schmidt's & Sons Brewery
Philadelphia, PA | 1970s/1980s

Schoenling Brewing Co.
Cincinnati, OH | 1950s

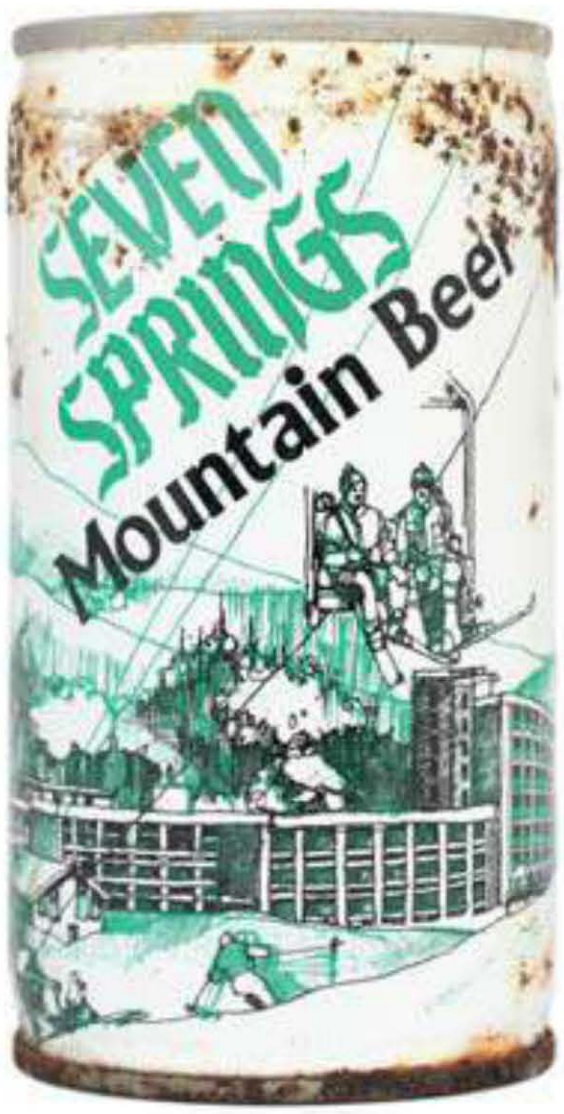
Schoenling Brewing Co.
Cincinnati, OH | 1970s

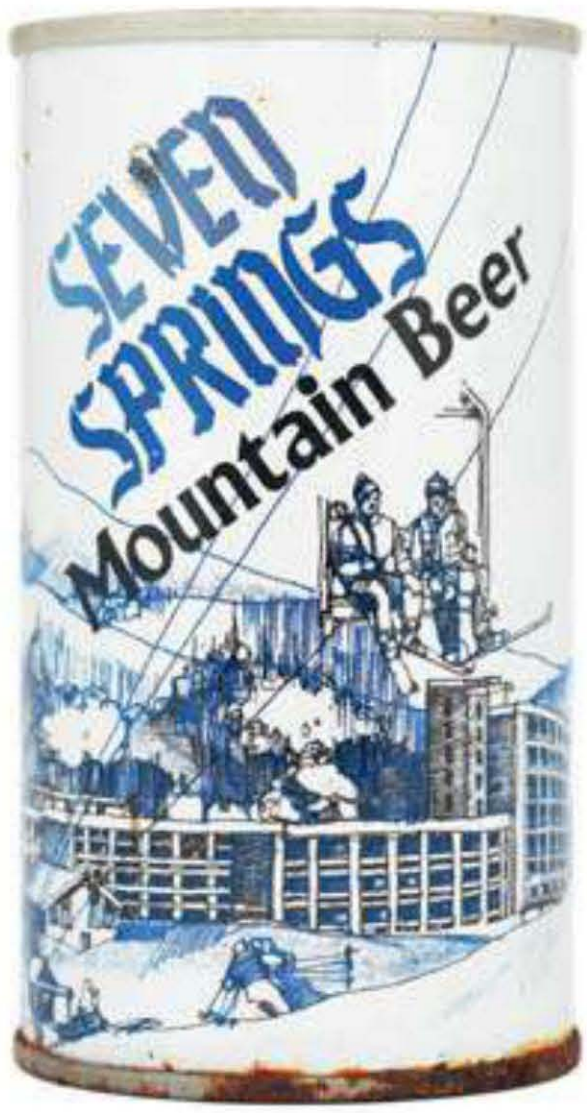
Mountain

Seven Springs Mountain Beer

After Prohibition ended in the United States, many small breweries had either gone out of business or were struggling to stay afloat. To increase sales, many small and medium-size breweries pursued a popular marketing strategy: releasing multiple cans with similar designs, in various colors.

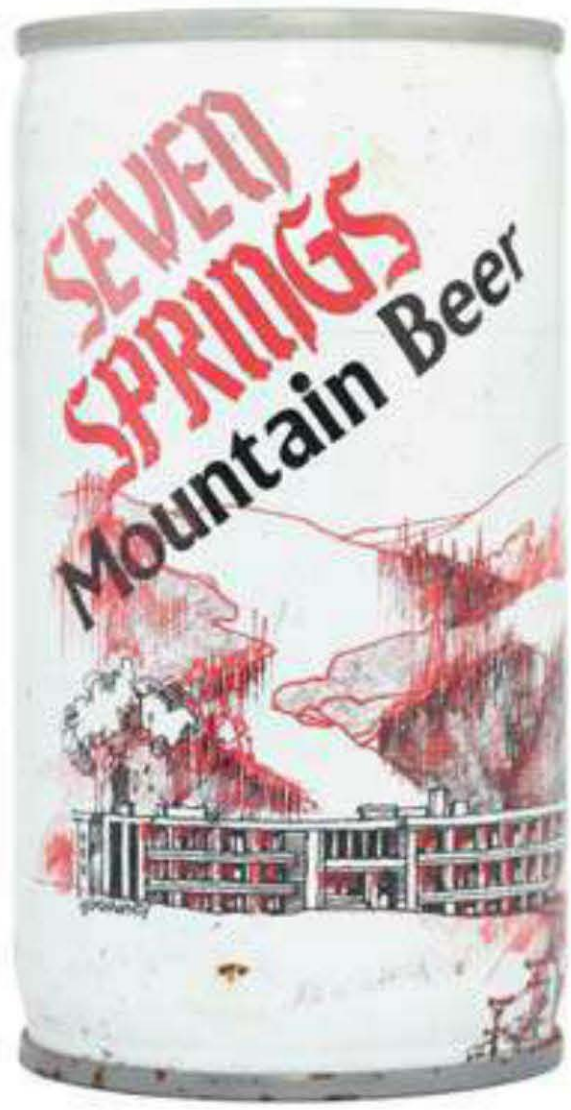
This series by the Pittsburg Brewing Company stood out on shelves and encouraged people to collect the entire set.





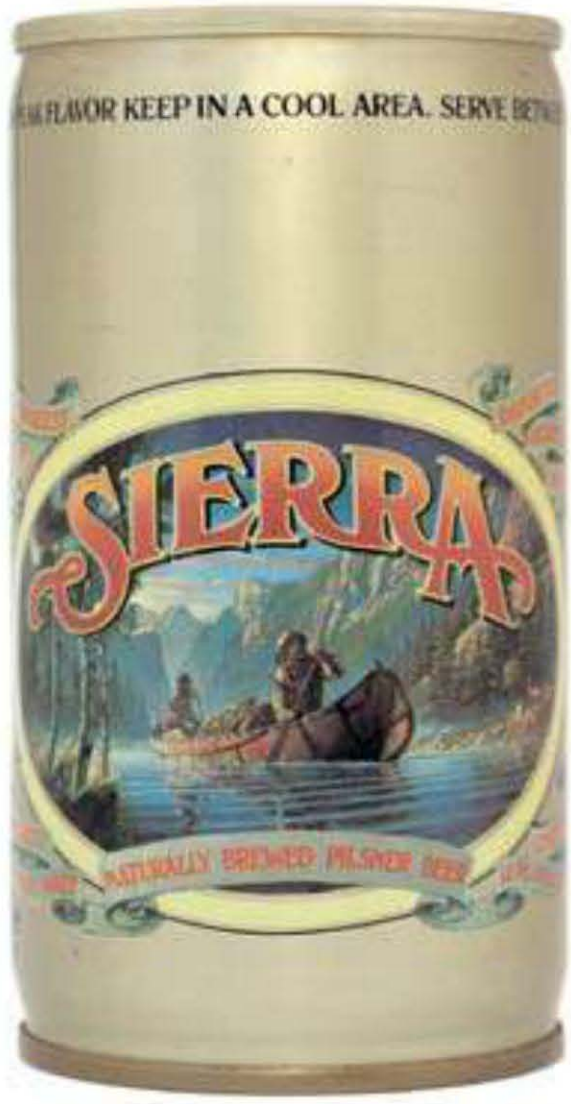
Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s

Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s

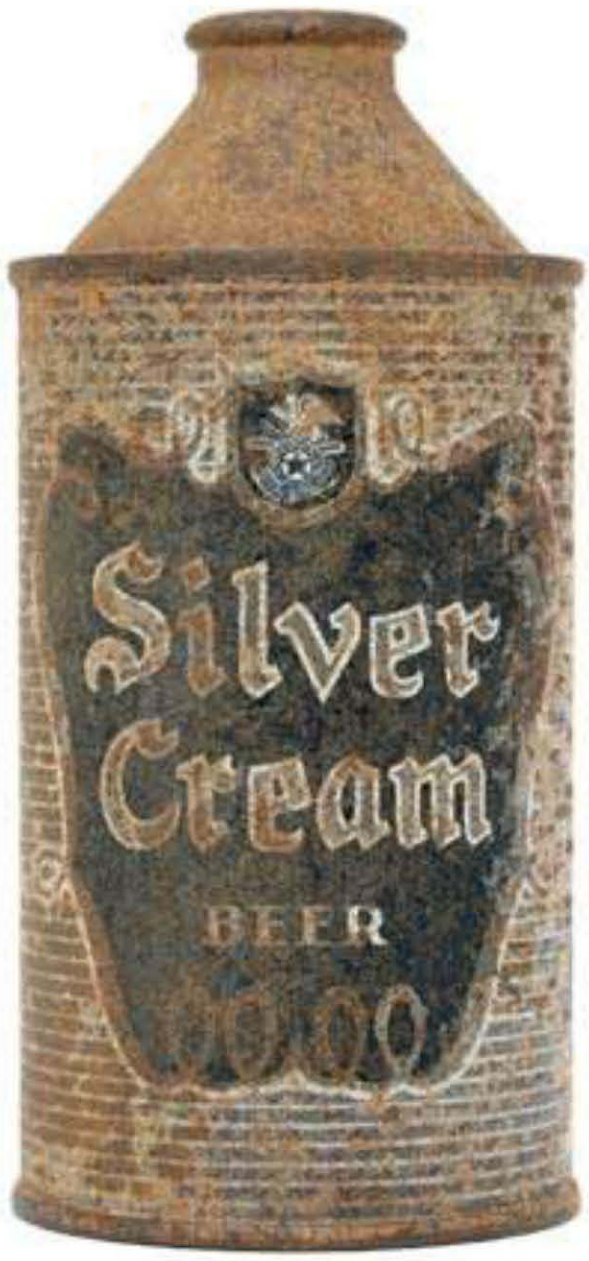


Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s

Reno Brewing Co., Inc.
Reno, NV | 1940s/1950s



Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s



Menominee-Marinette Brewing Co.
Menominee, MI | 1950s

Boon Rawd Brewery
Bangkok, Thailand | 1990s

St. Francis Abbey Brewery
Kilkenny, Ireland | 1970s/1980s

South Pacific Breweries
Boroko, Papua New Guinea | 1970s

Galveston-Houston Breweries Inc.
Galveston, TX | 1940s/1950s

Pabst Blue Ribbon

BEER

BREWED AND PACKAGED BY

GALVESTON-HOUSTON BREWERIES INC.

GALVESTON, TEXAS

The George J. Renner Brewing Co.
Akron, OH | 1940s/1950s

Speight's Brewery
Dunedin, New Zealand | 1980s

ST. PAULI BREWERY

ST. PAULI GI

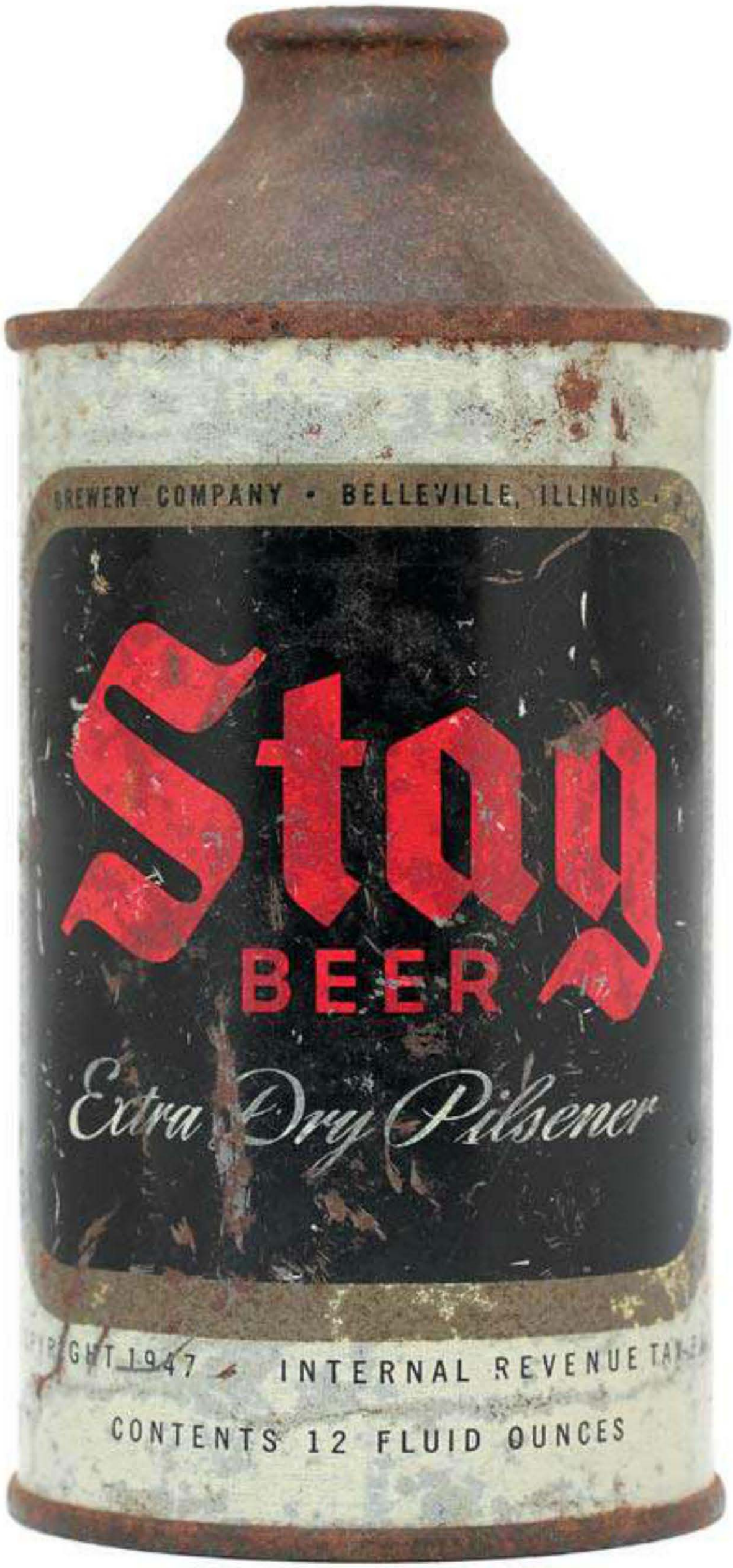
Brew

St. Pauli Girl

Originating in the seventeenth century in Bremen, Germany, St. Pauli Girl's name is derived from St. Paul's Monastery—the location on which the St. Pauli Brewery was built.

In the 1800s, the brewery commissioned a local artist to create a label for the brand, and the result featured a traditionally dressed waitress carrying steins of beer. To this day, the waitress remains a signature characteristic of the brand.

St. Pauli Brewery
Bremen, Germany | 1970s/1980s

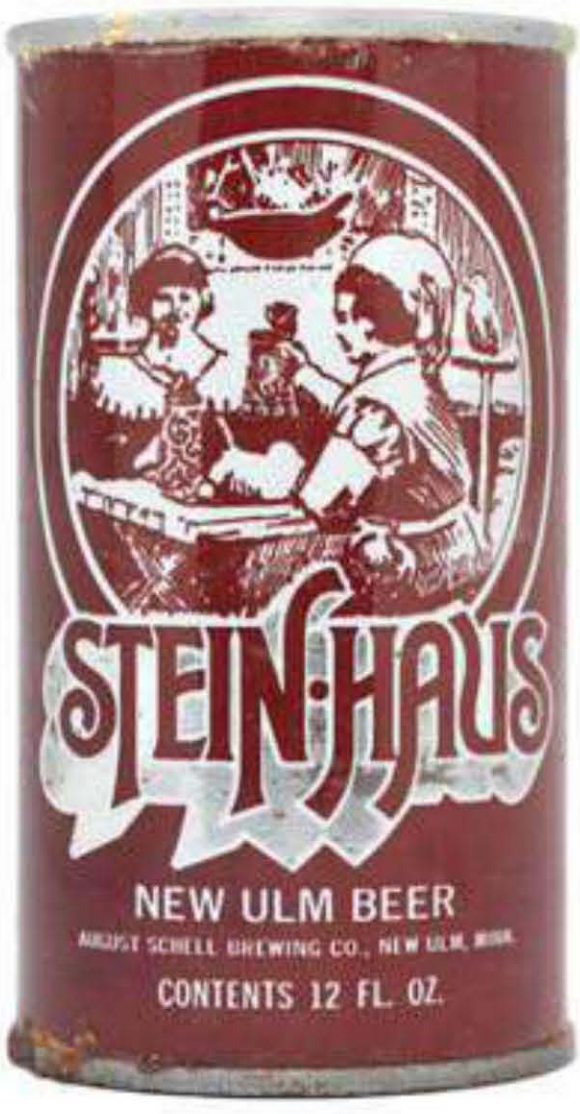


Griesedieck Western Brewing Co.
Belleville, IL | 1940s

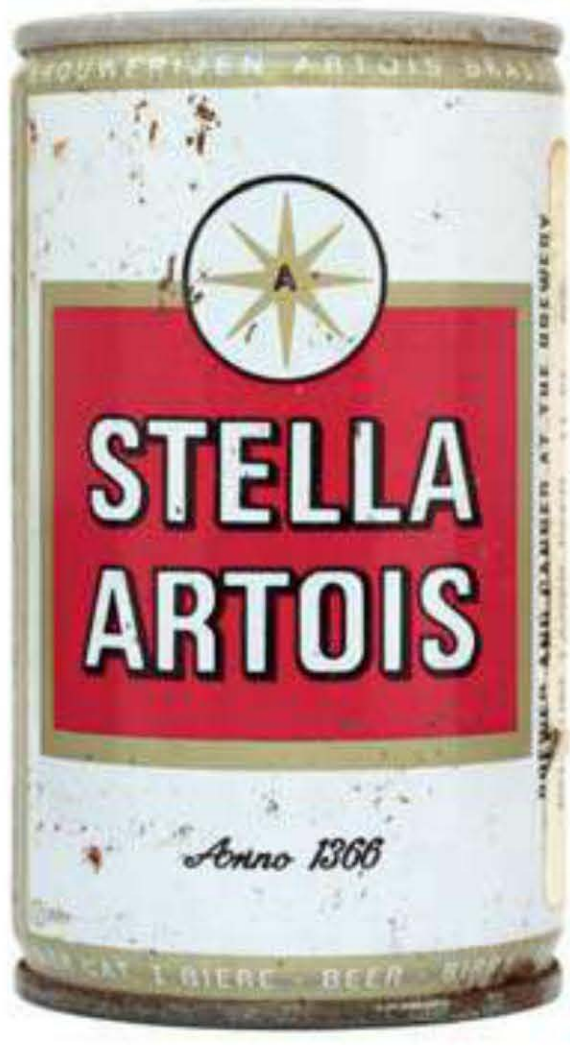
Standard Brewing Co., Inc.
Rochester, NY | 1940s/1950s

Star Brewing Co.
Boston, MA | 1930s/1940s

Stegmaier Brewing Co.
Wilkes-Barre, PA | 1970s



August Schell Brewing Co.
New Ulm, MN | 1970s



Artois Brasseries
Leuven, Belgium | 1970s

STEGMAIER

Gold Medal

BEER

KENTUCKY DERB

PURE

Sterling®

BEER

Sterling Kentucky Derby

Another multi-can series targeted to collectors, this collection by Sterling depicts the winning horses of the Kentucky Derby, one of the oldest and most prominent Thoroughbred horse races in the United States.

G. Heileman Brewing Co.
Evansville, IN | 1970s/1980s | front & back

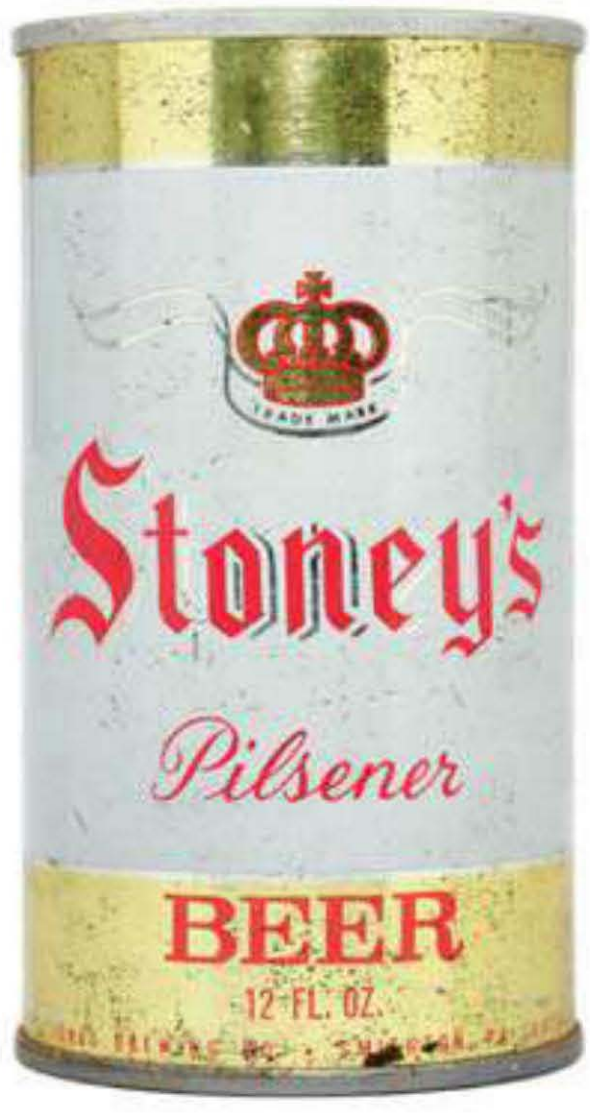
G. Heileman Brewing Co.
Evansville, IN | 1970s/1980s

G. Heileman Brewing Co.
Evansville, IN | 1970s/1980s

G. Heileman Brewing Co.
Evansville, IN | 1970s/1980s

G. Heileman Brewing Co.
Evansville, IN | 1970s/1980s

Stern-Brauerei
Cologne, Germany | 1970s/1980s



Jones Brewing Co.
Smithton, PA | 1960s

Swan Brewery
Perth, Australia | 1970s

Rainier Brewing Co.
San Francisco, CA | 1940s

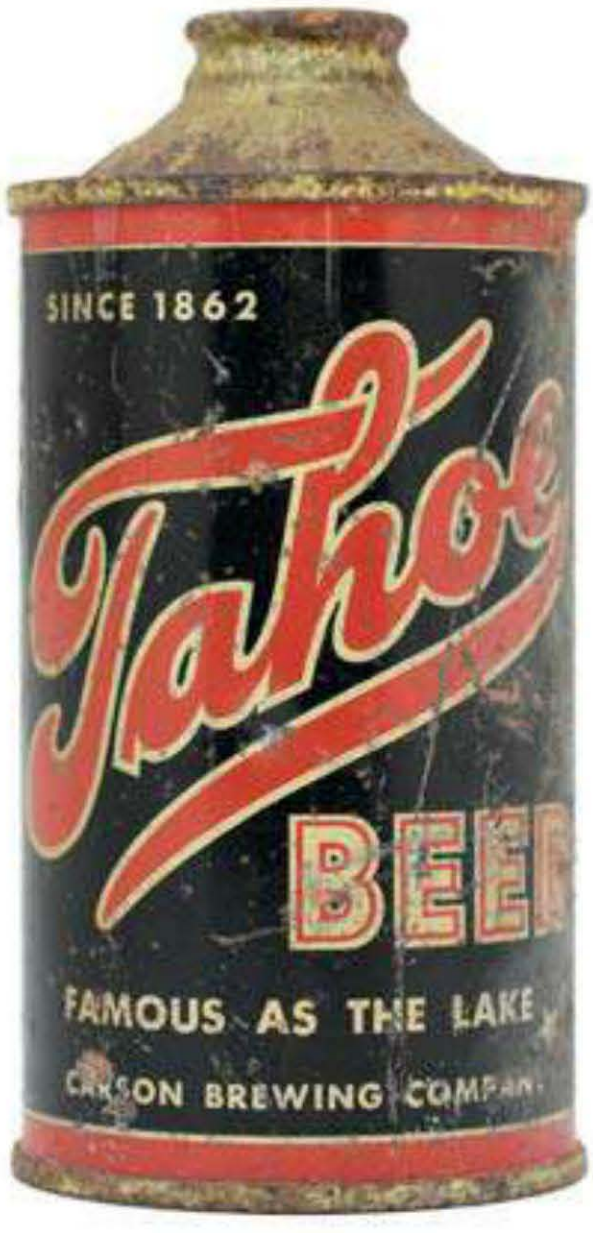
CONTENTS 12 FLUID OZS. INTERNAL REVENUE TAX PAID

Sam'l Shantergle

COPR. 1933
BY A.B.CO.

DRY HOPPED

American Brewing Co.
Rochester, N.Y.



Carson Brewing Co.
Carson City, NV | 1930s/1940s

Taiwan Tobacco & Wine Monopoly Bureau
Wujih, Taiwan | 1980s

American Brewing Co.
Rochester, NY | 1940s/1950s

Tasmanian Breweries Pty. Ltd.
Tasmania, Australia | 1970s/1980s

Cerveceria Cuauhtémoc. S.A.
Monterrey, Mexico | 1970s

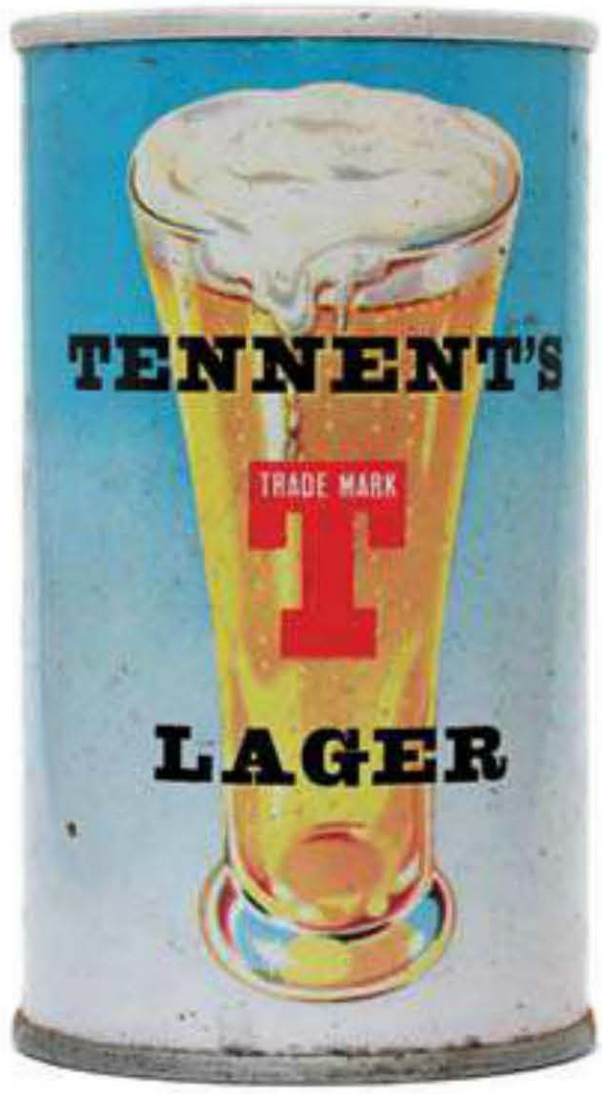
Pittsburgh Brewing Co.
Pittsburgh, PA | 1970s/1980s

ENT CALEDONIAN BREWERIES LIMITED. SCOTLAND.

Tennent's Lager

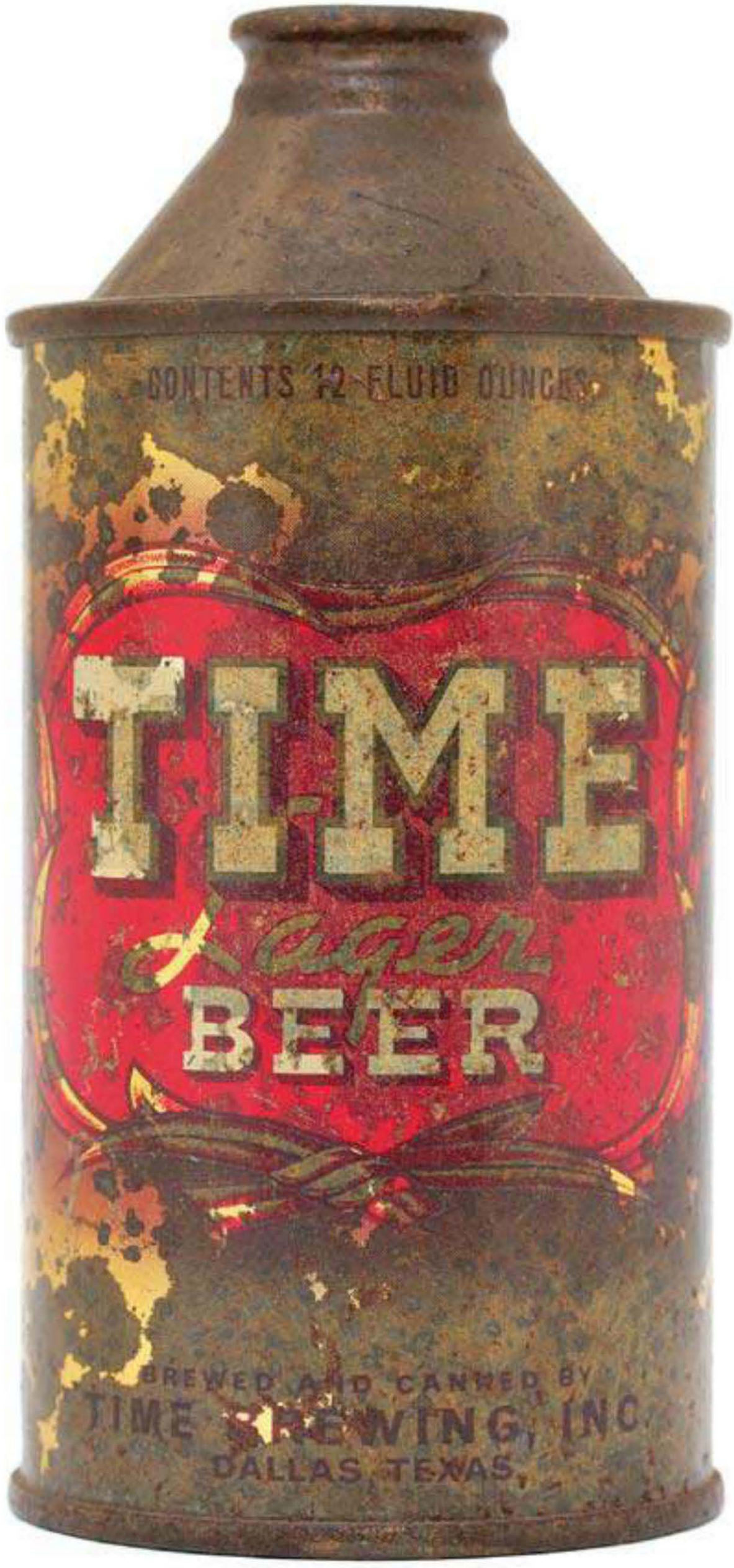
While many breweries have adorned their cans with pictures of women, few are as well known for doing so as Tennent's. Known as the "Lager Lovelies," Tennent's featured various girls on its cans from 1962 through 1991.

Tennent's beer was very popular in its time, particularly within the military, and the cans remain popular among collectors today.



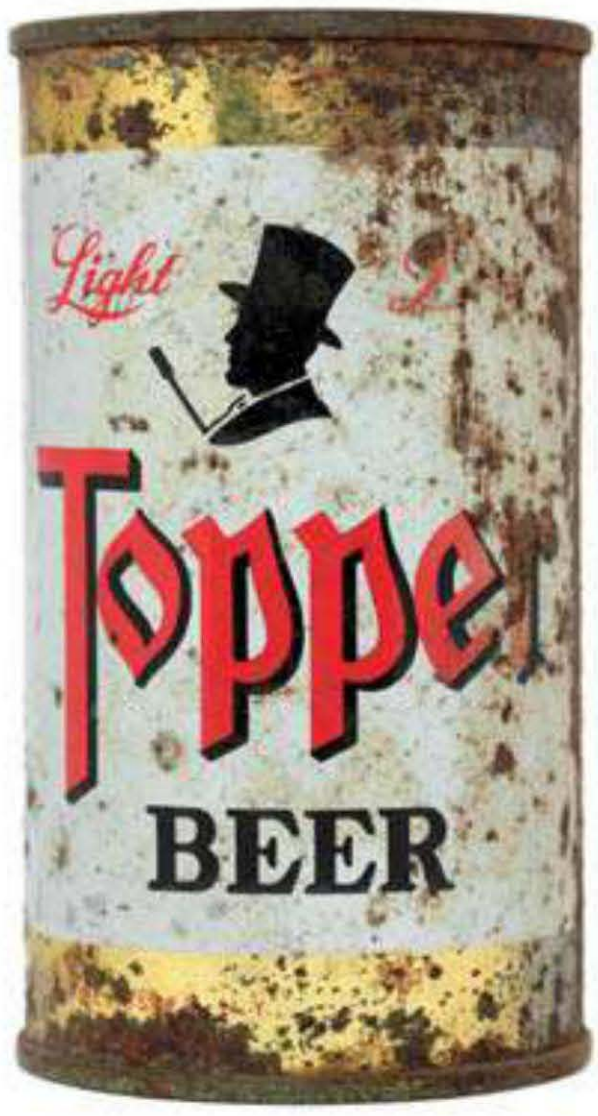
Tennent Caledonian Breweries Ltd.
Glasgow, Scotland | 1970s | front & back

Malayan Breweries Ltd.
Singapore, Malaysia | 1970s/1980s



Time Brewing Inc.
Dallas, TX | 1940s/1950s

Toohey's Ltd.
Sydney, Australia | 1970s/1980s



Rochester Brewing Co.
Rochester, NY | 1950s

Cerveceria Moctezuma S.A.
Orizaba, Mexico | 1960s

Tsingtao Brewery
Tsingtao, China | 1970s/1980s

TSINGTAO BEER

TRADE MARK

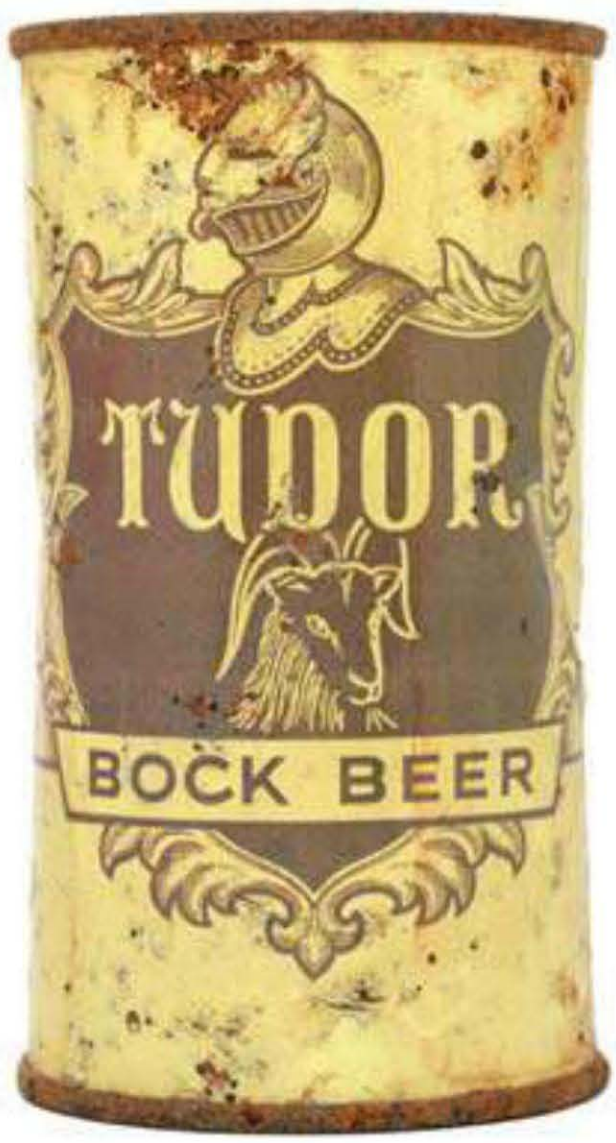
青島啤酒

中國國營青島啤酒廠

MOON

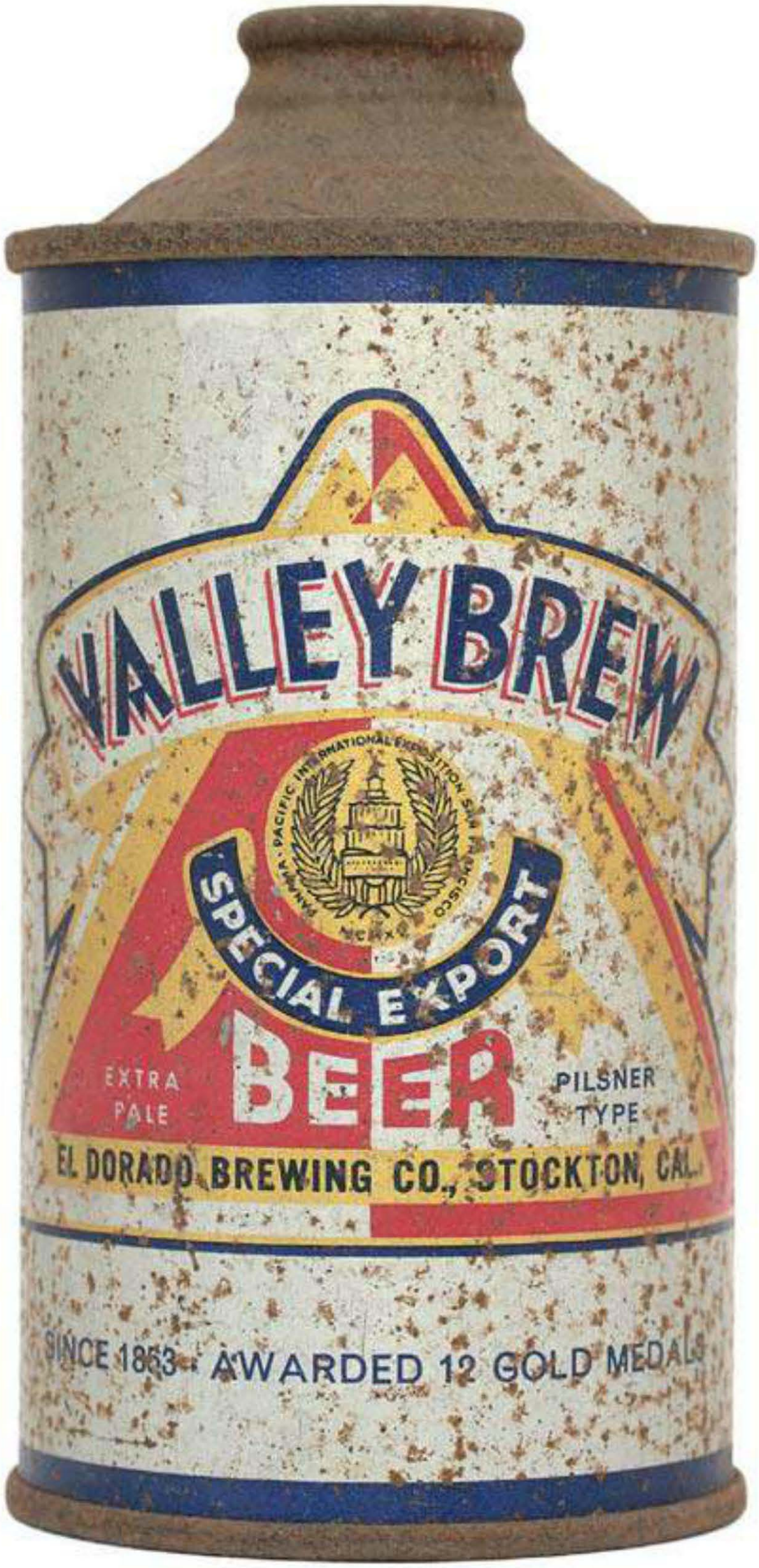
Tudor

Produced by numerous breweries throughout the United States, Tudor was the store brand for The Great Atlantic & Pacific Tea Company, an American supermarket chain better known as A&P.



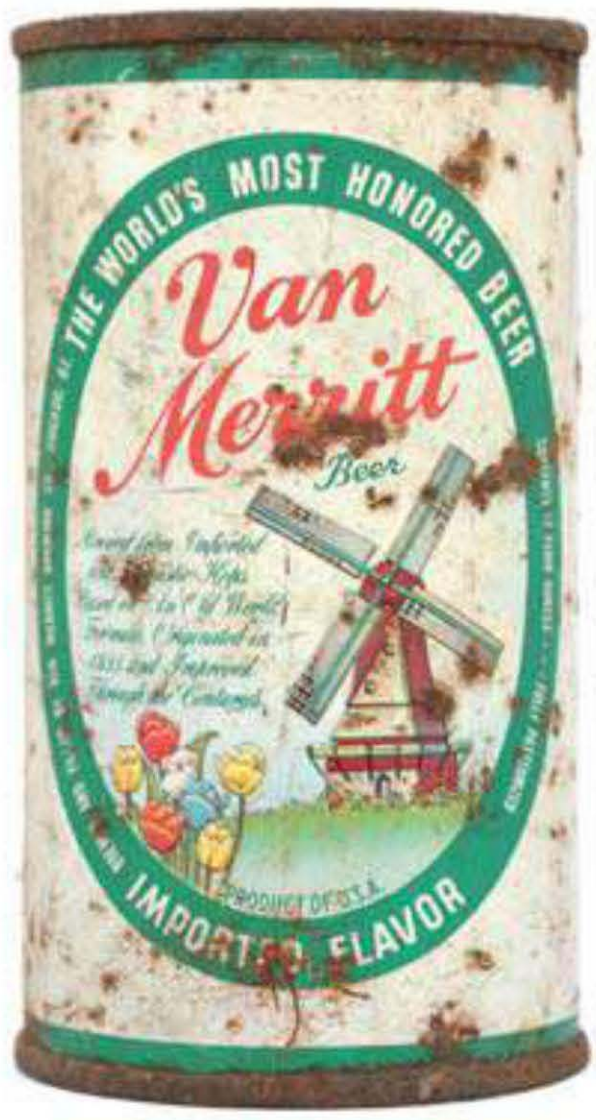
Metropolis Brewery Co.
Trenton, NJ | 1950s

West End Brewing Co.
Utica, NY | 1950s

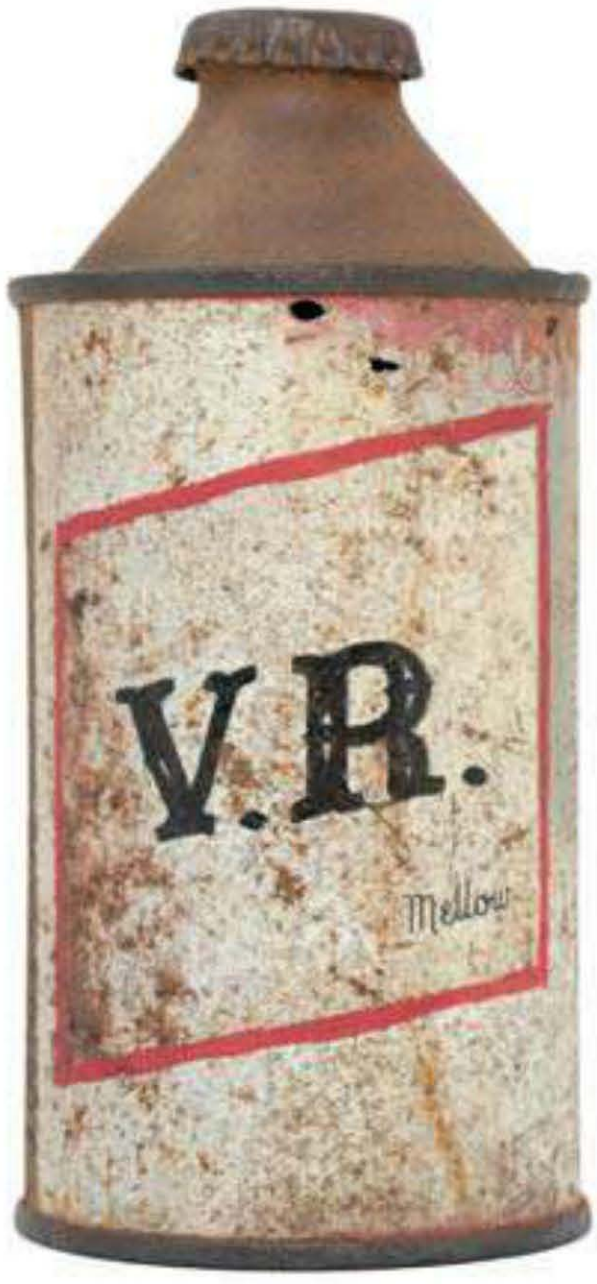


El Dorado Brewing Co.
Stockton, CA | 1930s

C. Schmidt & Sons Inc.
Philadelphia, PA | 1950s



Van Merritt Brewing Co.
Chicago, IL | 1960s



Brewery Management Co.
New York, NY | 1940s/1950s

General Brewing Co.
Los Angeles, CA | 1970s/1980s

THE WORLD FAMOUS BOHEMIAN STYLE LAGER

Van Merritt

®

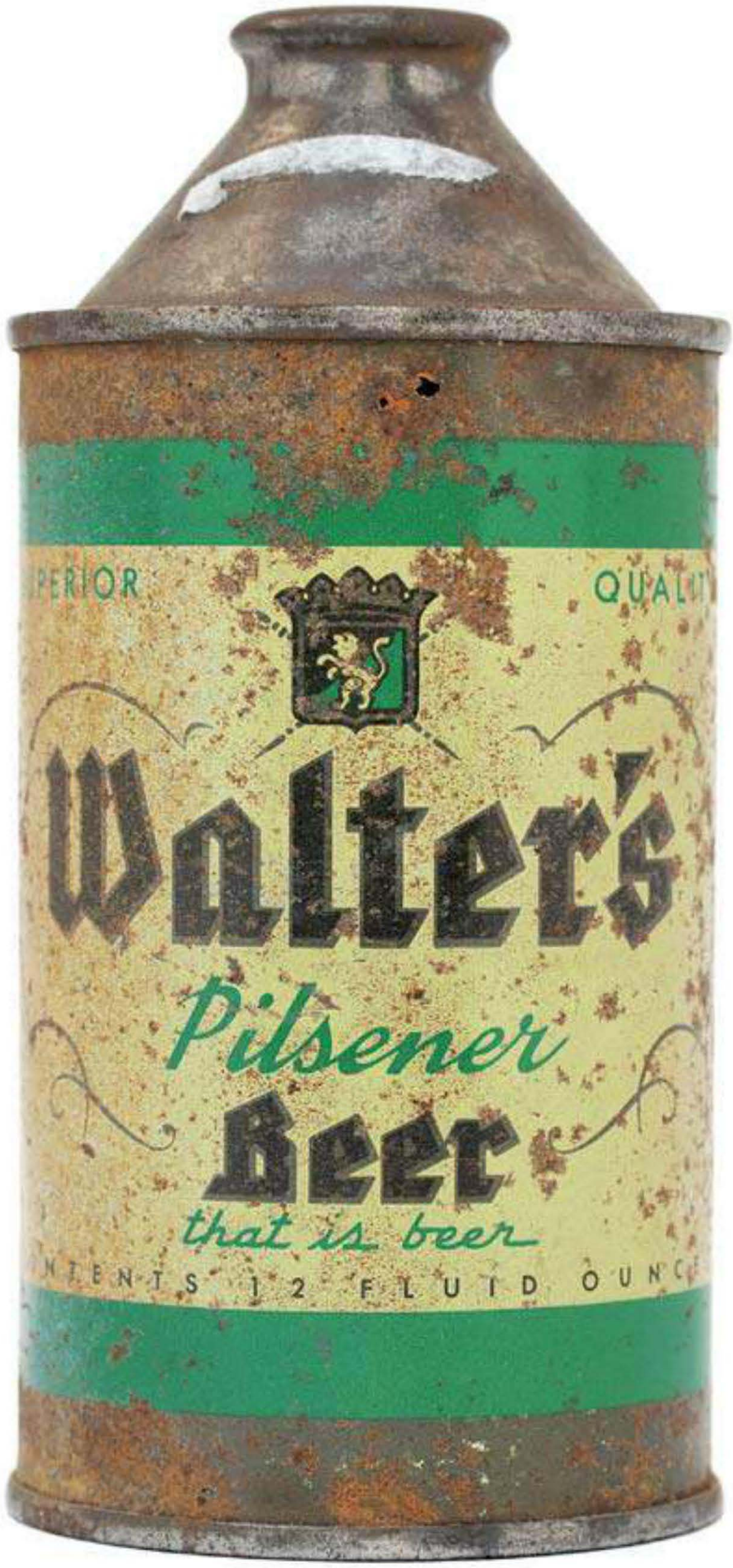
Beer

Brewed from Imported and Domestic Hops. Based on Old World Formula, Originated in 1433 and Improved Through the Centuries.

BREWED AND FILLED BY VAN MERRITT BREWING CO. — CHICAGO, ILL.

CONTENTS 12 FLUID OUNCES - - - FULLY PASTEURIZED

PRODUCT OF U.S.A.



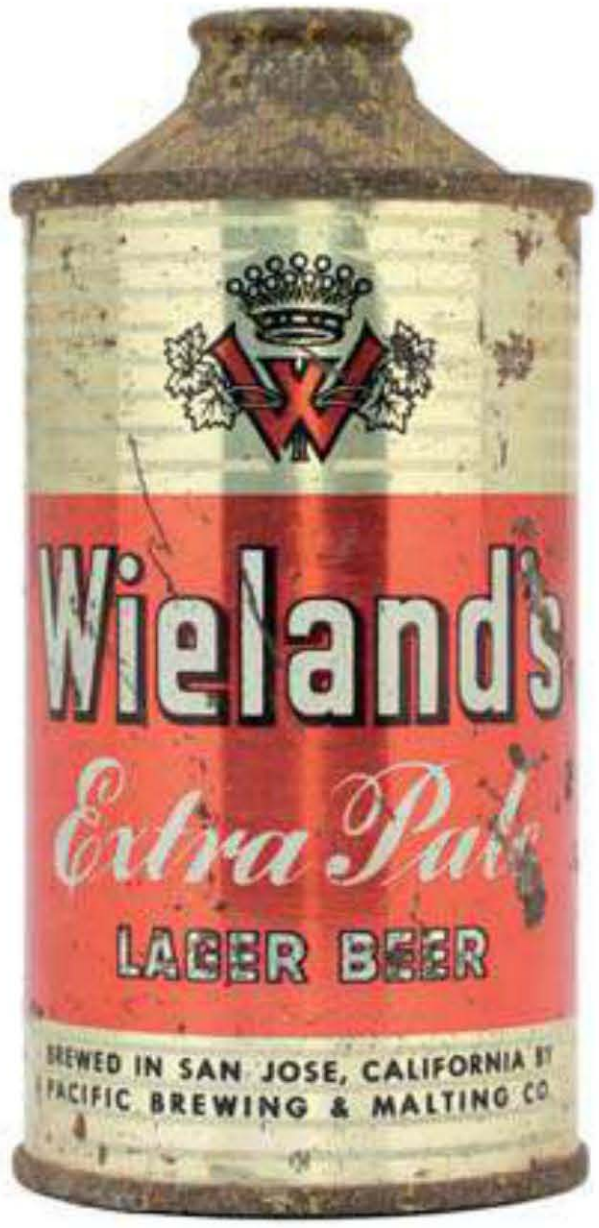
Walter Brewing Co.
Eau Claire, WI | 1950s

Joseph Huber Brewing Co.
Monroe, WI | 1970s

White Label Brewing Co.
Minneapolis, MN | 1960s

The George Wiedemann Brewing Co.
Newport, KY | 1940s/1950s

The George Wiedemann Brewing Co.
Newport, KY | 1950s



Pacific Brewing & Malting Co.
San Jose, CA | 1930s/1940s

The South West Breweries Ltd.
Windhoek, Namibia | 1970s

Joseph Huber Brewing Co.
Monroe, WI | 1960s

The Wooden Shoe Brewing Co.
Minster, OH | 1940s/1950s

Dalla Wührer
Brescia, Italy | 1970s/1980s

BREWED ONLY FROM

Würtzburger

DAS TROCKEN-LA

Now brewed in Cincinn
... by its Original
Braumeister

CONTENTS 12 FL.

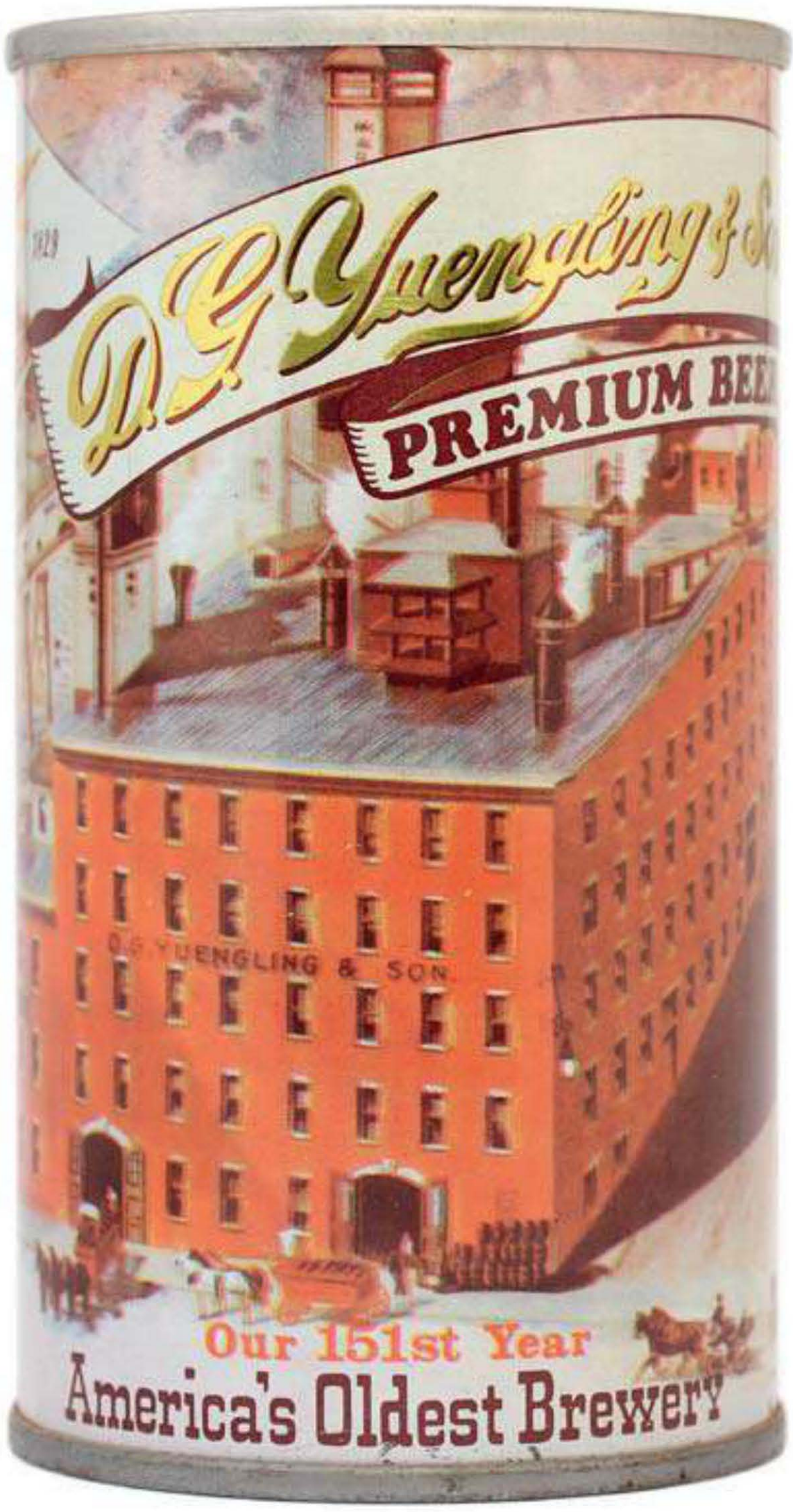
Wunderbräu

This premium German beer was designed to appeal to the largely German population of Cincinnati, Ohio, in the mid-1950s. Even the beer's slogan, "Das Trocken-Lager" (The Dry Lager) was printed in German on the can. Wunderbräu became so successful that its maker, Red Top Brewing, renamed itself after the product to Wunderbräu Brewing.

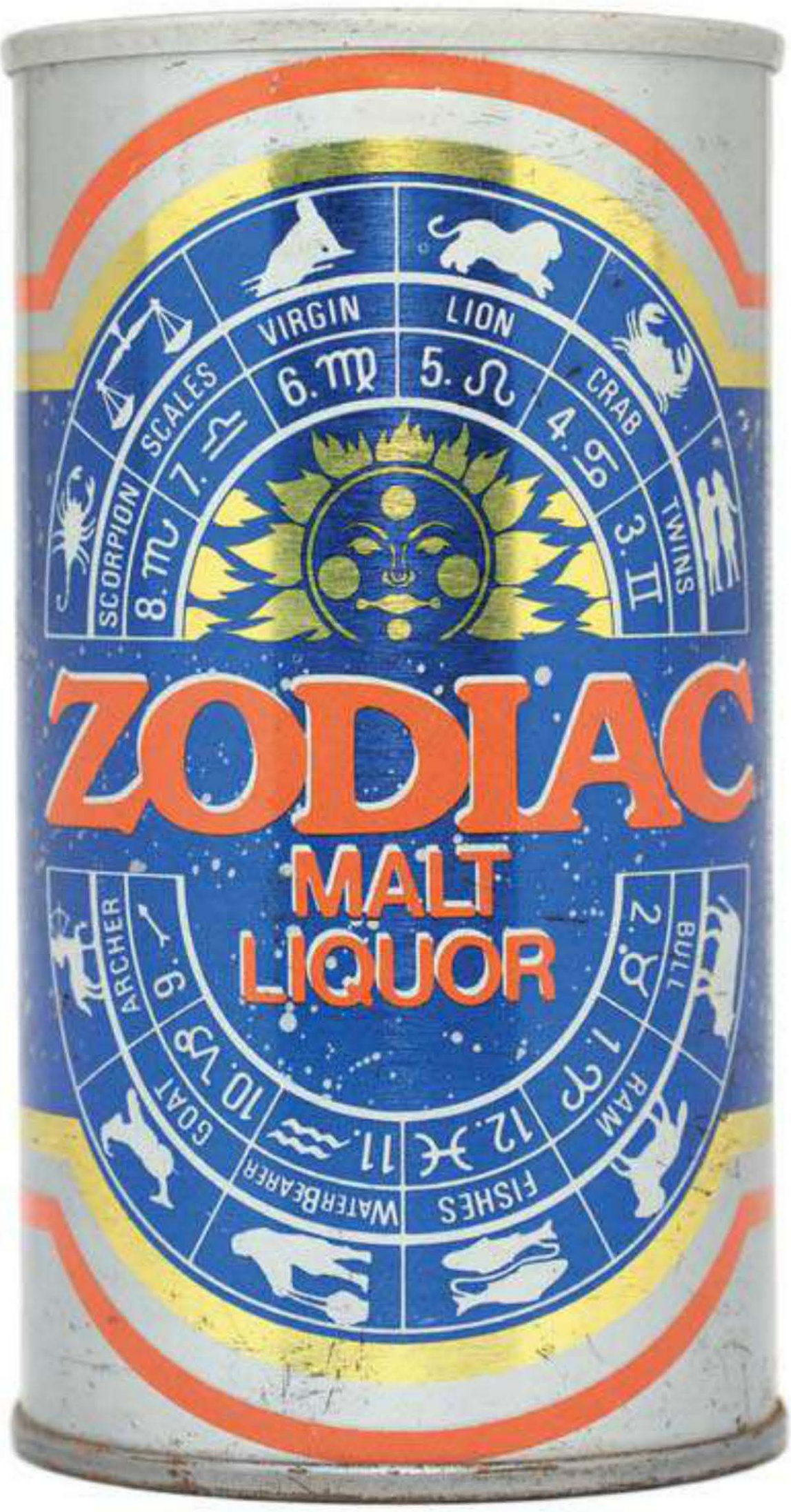
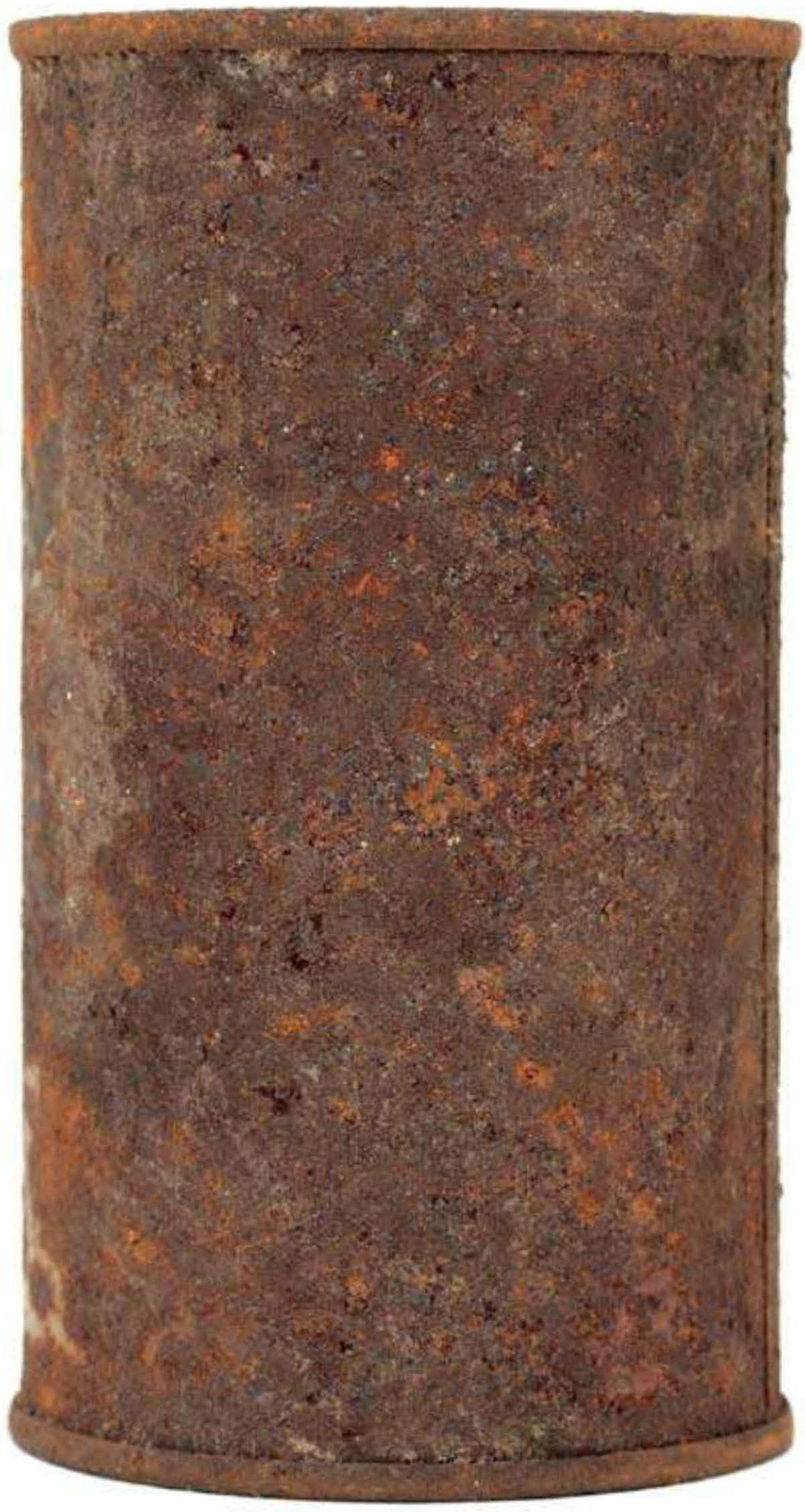
Wunderbräu Brewing Co.
Cincinnati, OH | 1940s

Würzburger Hofbräu A.G.
Würzburg, Germany | 1970s

D.G. Yuengling & Son Inc.
Pottsville, PA | 1970s/1980s



D.G. Yuengling & Son Inc.
Pottsville, PA | 1980s



Peter Hand Brewing Co.
Chicago, IL | 1970s